



she's got

(you can have it, too!)

It's not so much beauty as it is personal vibrancy and sparkle, and all those indefinable qualities that make everyone instantly aware of her.

For now there's a new lipstick that brings out all the vividness and sparkle of the real you with exciting colors that make you look and feel vividly alive. It's the new VIV lipstick by Toni. VIV's new *High-Chroma Formula* gives you the most vivid colors any woman has ever worn. Choose from six bright shades, each as sparkling as the Vivid Rose you see here. Try VIV, that vivid new lipstick by Toni.

Comfortable, long-lasting and very, very vivid.

viv

new viv lipstick

by *Toni* \$1.10
plus tax



Leslie Morris

*designed this stem-fitting suit of chamois-color wool
with its own tell-tale blouse of chamois-dotted black silk twill
in our Made-to-Order Collection for Spring and Summer*

ON THE PLAZA • NEW YORK 19
**BERGDORF
GOODMAN**
5TH AVENUE AT 58TH STREET

Lilli Ann

Prigent photograph — hat by John Fredericks Inc.

LILLI ANN DESIGNS FOR YOUNG AND EXCITING WOMEN OF ALL AGES...THIS DIVINE TISSUE SILK FROCK, EXCITING, EXCLUSIVE "LOVE LETTERS" PRINT DESIGNED IN PARIS...DRAMATIC CHIFFON DRAPE AT THE NECKLINE AND A WONDERFUL AUSTRIAN HAND-CUT RHINESTONE CLIP...WHITE WITH CERISE OR EMERALD, PEACH WITH EMERALD...SIZES 8 TO 18...ABOUT SEVENTY DOLLARS AT FINE STORES OR WRITE LILLI ANN, SAN FRANCISCO OR PARIS.



A royal welcome for our Printed Silk Dress—yarn dyed Wool Coat union...both straight, soft, spirited
...a Bendel Original for the fashion-minded in search of couturier ensembling.

Exclusive Bendel print...hem-covering coat faced in the silk...for immediate wear.

Dress in tones of brown and beige or variegated greys, \$135...Coat, beige or grey, \$145.

Henri
Bendel
10 WEST 57
NEW YORK 19 NY

SAKS FIFTH AVENUE



S.F.A's DRAPED-TOE DRESSMAKER

a wonderful feeling of openness—yet your toe is sheltered under elegant criss-cross. Our newest suit and dress pump in interlocking colors—black patent with polka dots or gunmetal; black calf with tortoise, navy with red, pearly white with pink. Also allover darks. A Fenton® exclusive at 34.95 for our Shoe Collections.

New York • White Plains • Chicago • Detroit • Beverly Hills • Pittsburgh • San Francisco • Philadelphia
Miami Beach • Palm Beach • Fort Lauderdale

SAKS FIFTH AVENUE



Sophie's TWILIGHT SILK—THE ENVELOPE FLARE

The lines seem to flow of their own free will—graceful, buoyant, smooth. Over-skirted with flying flare, and scooped low with Sophie's-shirred molding. Crisp peau de soie in

Sophie pink, cornflower, beige or black. Misses' and women's sizes, at 255.00, exclusively for our Dress Collections.

New York • White Plains • Chicago • Detroit • Beverly Hills • Pittsburgh • San Francisco • Philadelphia
Miami Beach • Palm Beach • Fort Lauderdale



Cartier

New York

Paris

London

Caracas

Palm Beach

Cannes

Monte Carlo

Ingenious diamond ensemble

The necklace separates for wear as a clip and
two single bracelets or one wide bracelet.

BEST & CO.

Fifth Ave. New York 22, N. Y.



EVENING SHADOWS by **WILL STEINMAN**—designed by Ted Shore.

A lovely play of light and dark... the tracery of lace over rayon taffeta, the shoulders circled by a film of organdy, tied with rayon velvet streamers. In **D. Strauss** cotton lace. Black, navy or honey-tan over white. Sizes 8 to 16. **69.95**



*"Fashion loves
the little Laces"*

*The 6th Annual
International
Lace Festival*

THE LACE INSTITUTE • 341 MADISON AVENUE, N. Y. C.

NEIMAN-MARCUS

DALLAS

Sunday pinafores...
cotton confections, permanently pleated, and
sashed with satin. Designed especially for
the young smart set from one to six
by Johnston



Ernst Beadle

White washable batiste,
pink or blue sashes.
12 month size, 6.95
toddler 1 to 3, 7.95
3 to 6x, 9.95
Add 35c postage.
Especially precious
in a Neiman Marcus Easter
or birthday wrap 50c.

More Precious Than a Memory....


Heirloom Dresses by Celeste



Delicate as a butterfly wing...more precious than a memory...dresses that are spun from dreams to capture forever the beauty of childhood. Left to right: "Dresden"—Embroidered white organdy flounce over peach or buttercup. "Minuet"—Permanent finished white organdy over pink or blue. Trimmed with imported French val and coin dot embroidery. "Garden Party"—White organdy exquisitely embroidered in pastel flower-tones over white. All three dresses 3 to 6x \$25.00, 7 to 12 \$32.95.

Her fashion future begins with Celeste

At better stores or please write Celeste, Dept. V-15, 1350 Broadway, New York 18, N. Y.



In the news—
our import collection.
Prophetic—this “A” line
Dior ensemble
in soft silk and wool gray flannel.

Marshall Field & Company

28
SHOP

CHRISTIAN DIOR CASHMERES MADE BY *Lyle and Scott*

HAWICK, SCOTLAND

SPRING CAPTURED IN CASHMERE...by Christian Dior and the famous Scottish house of Lyle & Scott. "Elna," fresh new double-breasted cardigan of 100% cashmere in Dior Blue, Apricot and four other spring-lovely colours. Mitin® mothproofed. Sizes 34 to 40. About \$55.

BERGDORF GOODMAN, New York • HARZFELD'S, Kansas City • BULLOCK'S-WILSHIRE, Los Angeles • HOLT, RENFREW & CO. LTD., Canada



they're suzy perettes
...and only at

Russeks
FIFTH AVENUE

"peter pan princess"...... val-type lace trimmed silk 'n' worsted in black, grey, or navy. \$39.95

"silk stalk"...... multi-silk 'n' buttoned worsted in black, grey or navy. \$35

"squared-away silk"...... silk 'n' rayon sheath with shirred lace edging. Black or navy. \$35

"silken scoop" pure... in black or navy shirred lace \$39.95

"silk princess" with trim.

"princess - pat"...... the empire waist in silk taffeta, the collar of bead-embroidered lace. Black or navy. \$45

"bertha belle"...... on-type lace black silk 'n' cotton. \$39.95

"basque beauty"...... alencon-type lace-trimmed silk shantung in black or navy. \$39.95

Suzy Perette's "white-collar-girl" look that's sweeping the country in seven "silhouettes of silk" made exclusively for Russeks. Choose your favorite style... full-or-narrow... each one frosted with a flurry of white lace. Misses' Sizes... \$35 to \$45

RUSSEKS - NEW YORK • BROOKLYN • CROSS-COUNTY • CHICAGO

STYLE CD785. STYLE CD779

STYLE CD773

STYLE CD774

STYLE CD770

ABOUT 3.00 ABOUT 5.00

ABOUT 4.00

ABOUT 3.50

ABOUT 4.00

Christian Dior
CREATIONS EXCLUSIVELY WITH

the finest in fabric gloves

Shalimar

437 FIFTH AVENUE, NEW YORK 16, N.Y.

*Jewels from Van Cleef & Arpels are famous the world over
for quality . . . artistry . . . and lasting value*



VAN CLEEF & ARPELS

World-Famous French Jewelers

744 FIFTH AVENUE, NEW YORK • DALLAS • PALM BEACH • PARIS • MONTE CARLO • CANNES • DEAUVILLE • CARACAS

#364½ New twin style for the short-waisted figure. Warner's light power net and satin elastic. White. \$16.50.

#3864 Same style for average figures. Pull-on in Warner's fabric that's pussy-willow light, beautifully firm. White or black. \$16.50.



The long and short of it! Good news in two sizes

Take a look at the two lovelies above. From the waist *down*, they're precisely the same measurements. But from the waist up, one is inches longer than the other. And yet it all adds up to the prettiest total picture in a Warner's.

Because we've now taken our most popular corselette and sized it two ways. Not only for the average figure, but also for short-waisted lovelies, to keep you *comfortably* in style no matter how you size up.

Exactly what you've been waiting to hear—especially you short-waisted girls who figure beautifully in every way, but whose corselette seems to have had somebody else in mind. Because now you needn't be prodded to look your prettiest.

Warner's new light-weight, boneless, all-elastic corselettes are identical in design in either length. You'll keep your sense of proportion perfectly with waist, hips, bustline just where they should be.

You're molded in one marvelous curve from shoulder to thigh. You're twig-slim, yet supple, gentle, easy—in the wonderful new manner needed for Spring's new long-torso dresses. See them both and be fitted *right*; at the nicest stores here and in Canada.

WARNER'S
*REG. U. S. PAT. OFF

Bras • Girdles • Corselettes



At this powder bar, while you watch...

the shade that perfects your own colouring

comes vividly to life in face powder created for you alone by

Charles of the Ritz

\$1, \$2, \$3 sizes plus tax

cause . . . Coloray

effect . . . fabulous color

example . . . ensemble by David Levine

Suddenly, you are aglow with Coloray excitement!
Color with the richness of hand-loomed tweeds . . . and an incredible
colorfastness all its own. For Coloray's caged-in color *can't escape!*
And so . . . neither light, air, perspiration, nor cleaning
can lessen the lovely glow of this ensemble . . .
yours in a new fashion fabric with a fresh linen-tweed face!

Ford uses Coloray . . . in all '55 convertible tops
. . . including Thunderbirds!

COLORAY®


Courtaulds' rayon fiber with Captive Color—inescapably beautiful!

Dress about \$70. Coat about \$90. Sunflower, sky blue, grey, navy. Sizes 10-18.

Best & Co., New York • Bullock's Pasadena, Pasadena • Halle Bros., Cleveland • Maison Blanche, New Orleans • Woodward & Lothrop, Washington, D. C.

Fabric by Reliable Textile Co. • Hats by Adolfo of Emme

Or write: COURTAULDS (ALABAMA) INC., 600 Fifth Avenue, New York 20, N. Y.



Armure 4.00

Viva 3.50

Fantasy 5.00

Crescendo gloves by Superb

leather tailored in
Wonder fabric... Crescendoes
never shrink. wash and wear endlessly



QUALITY CRAFTSMANSHIP STYLE

Forstmann
100% VIRGIN WOOL

*Look for this label... it identifies
the finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

VOGUE

How to use this issue of "FASHIONS

*FROM THE WHOLE
FASHION WORLD"*

*Headline SPRING promotion plans with Vogue's international
FASHION points using fashions from your own stocks*

INTERNATIONAL FASHIONS

■ PARIS Collections (pages 68 to 77)

*the long length of French jackets;
new evening beauties . . . lace suits; new hat shapes*

■ LONDON Collections (pages 78 to 83)

*the super-slim London silhouette;
new snow tweeds; black with brown*

■ ITALIAN Collections (pages 84 to 87)

*their new young look; cardigan-jacketed suits,
Glen plaid silk suits; big ruched organdy collars*

■ DUBLIN (pages 88 and 89)

*long, free lines in Irish fabrics;
the longer jacket, barely shaped*

■ SPAIN (pages 90 and 91)

*White evening sheath banded in ermine;
dinner sheath and coat*

■ SWEATERS

*from around the world (pages 124 to 127)
the long-lined, willowy sweater; the oversweater*

■ AMERICAN Fashions

Vogue says: "The narrow lace evening dress" (page 91) **Vogue says:** "One of the smartest new suit fabrics—Glen plaid silk" (page 102) **Vogue says:** "1955 suit news—natural-colouring" (page 103) **Vogue says:** "The navy-blue satin dinner suit" (pages 104 and 105) **Vogue says:** "Silk chiffon dresses in new pearly colours" (pages 106 and 107) **Vogue says:** "Wonderful new form for lace—the white ball dress" (pages 108 and 109) **Vogue says:** "Crisp costumes—wearing red in accessory form" (pages 120 and 121) **Vogue says:** "Jacket-and-skirt news—blouses very much in print" (pages 122 and 123)

ON PAGE 2 of this Trade Edition Supplement . . . "Vogue Says" quotes to help you sell your merchandise with Vogue's Fashion Authority.

COPYRIGHT 1955, THE CONDÉ NAST PUBLICATIONS INC. PRINTED IN U. S. A.

VOGUE IS PUBLISHED SEMI-MONTHLY, EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC., BOSTON POST ROAD, GREENWICH, CONNECTICUT. EDITORIAL AND ADVERTISING OFFICES: 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. ENTERED AS SECOND-CLASS MATTER AT THE POST OFFICE AT GREENWICH, CONNECTICUT, UNDER THE ACT OF MARCH 3, 1879. THE TRADE EDITION OF VOGUE IS AVAILABLE TO RETAILERS AND MANUFACTURERS OF WOMEN'S READY-TO-WEAR APPAREL AND ACCESSORIES BY SUBSCRIPTION PLACED DIRECT WITH THE PUBLISHER.

TRADE EDITION SUBSCRIPTION RATES:
\$10.00 FOR 2 YEARS, \$6.00 FOR 1 YEAR
TO POINTS OUTSIDE CANADA, U.S.A. AND POSSESSIONS:
\$15.00 PER YEAR

ADDRESS TRADE DEPARTMENT, GREENWICH, CONNECTICUT, FOR QUANTITY RATES.

VOGUE, MARCH 15, 1955, VOL. 125, NO. 5

quote

VOGUE and sell fashion

Let what "Vogue Says" headline your advertisements and underline your displays.

Letter these "Vogue Says" quotes on your window and interior display cards.

TO SELL INTERNATIONAL FASHIONS

PARIS

VOGUE SAYS: "News—the long length of French jackets"
VOGUE SAYS: "A jacket so long it acts like a coat"
VOGUE SAYS: "The long jacket—a young coat"
VOGUE SAYS: "The cardigan—inches longer, inches easier"
VOGUE SAYS: "International fashion fact—the unwaisted suit"
VOGUE SAYS: "News—the suit with the scarcely fitted jacket"
VOGUE SAYS: "A lace suit—slender sheath, slender coat"
VOGUE SAYS: "Evening beauty—lace suits"
VOGUE SAYS: "Evening beauty—white organdy"
VOGUE SAYS: "Evening beauty—pillbox coifs"
VOGUE SAYS: "Hat news—flower crescents and caps"
VOGUE SAYS: "Hat news—ribbon curls"
VOGUE SAYS: "A little chignon cap for evening"
VOGUE SAYS: "Natural straw is everywhere"
VOGUE SAYS: "Late-day hat-fashion to watch—black satin pillbox"

ITALY

VOGUE SAYS: "The young look—1955 Italian fashion"
VOGUE SAYS: "The new Italian line—youthful"
VOGUE SAYS: "Italian day fashion—cardigan-jacketed suits"
VOGUE SAYS: "Coats with shoulders narrow, waistlines heightened"
VOGUE SAYS: "Prettiest late-day sight—big ruched organdy collars"
VOGUE SAYS: "For evening—figurine dresses"
VOGUE SAYS: "International fashion news—plaid silk suitings"
VOGUE SAYS: "Beanie hats—Italian day fashion"

DUBLIN

VOGUE SAYS: "Irish fabrics—linen, crochet, new spindrift tweed"
VOGUE SAYS: "Evening line—long, light, free"
VOGUE SAYS: "Longer jacket line—just barely shaped"
VOGUE SAYS: "News—long, free lines in Irish fabrics"

LONDON

VOGUE SAYS: "Costume news—brown with black"
VOGUE SAYS: "The London silhouette—super-slim lithe line"
VOGUE SAYS: "New snow tweeds—lightweight, pure white"
VOGUE SAYS: "The new shape—a sleek shaft"

SPAIN

VOGUE SAYS: "Crystal-and-snow evening sheath"
VOGUE SAYS: "White evening sheath banded in ermine"
VOGUE SAYS: "Jewelled pastel dinner sheath"

TO SELL AMERICAN FASHIONS

VOGUE SAYS: "The narrow lace evening dress"
VOGUE SAYS: "Wonderful new form for lace—white ballgown"
VOGUE SAYS: "Lace—tracing some of the smartest silhouettes"
VOGUE SAYS: "Good theatre look—evening separates"
VOGUE SAYS: "Little-dinner look—evening separates"
VOGUE SAYS: "The navy-blue satin dinner suit"
VOGUE SAYS: "The satin sheath—ready with a jacket"
VOGUE SAYS: "Silk chiffon in new pearly colours"
VOGUE SAYS: "Pearly chiffon for a long string of evenings"
VOGUE SAYS: "Pearly chiffon—to wear with reams of pearls"
VOGUE SAYS: "The beige chiffon dress—cut in a whisper"
VOGUE SAYS: "Silk chiffon—1955 long-bodied shape"
VOGUE SAYS: "Crisp-suiting costumes—wearing red in accessory form"
VOGUE SAYS: "Traveling light—the pale-coloured suit"
VOGUE SAYS: "Glen plaid silk—1955 suit news"
VOGUE SAYS: "Natural-colouring—1955 suit news"
VOGUE SAYS: "One of the smartest new suit fabrics—Glen plaid silk"
VOGUE SAYS: "News—the long jacket for a fine-weather suit"
VOGUE SAYS: "News for America—long, free lines"
VOGUE SAYS: "1955 fashion motto—add one solid area of print"
VOGUE SAYS: "Blouses very much in print"

TO SELL SWEATERS

VOGUE SAYS: "A sweater—around the world"
VOGUE SAYS: "The new American oversweater"
VOGUE SAYS: "Oversweater—worn outside by fashion-intention"
VOGUE SAYS: "The sweater—long-lined, willowy"
VOGUE SAYS: "New oversweater—overblouse in stitches"



#127—RAPTURE—Nylon Reindoe shortie with pearl bowknot.....\$3.00.

#102—FOURSOME—Baby buttoned Dacron-Nylon shortie.....\$3.00.

#103—ALLURE—Longer Nylon Reindoe slipon with pearl-encrusted fagotting. \$4.00.

#123—FESTIVAL—Cotton slipon with dainty pearl button trim.....\$3.00.

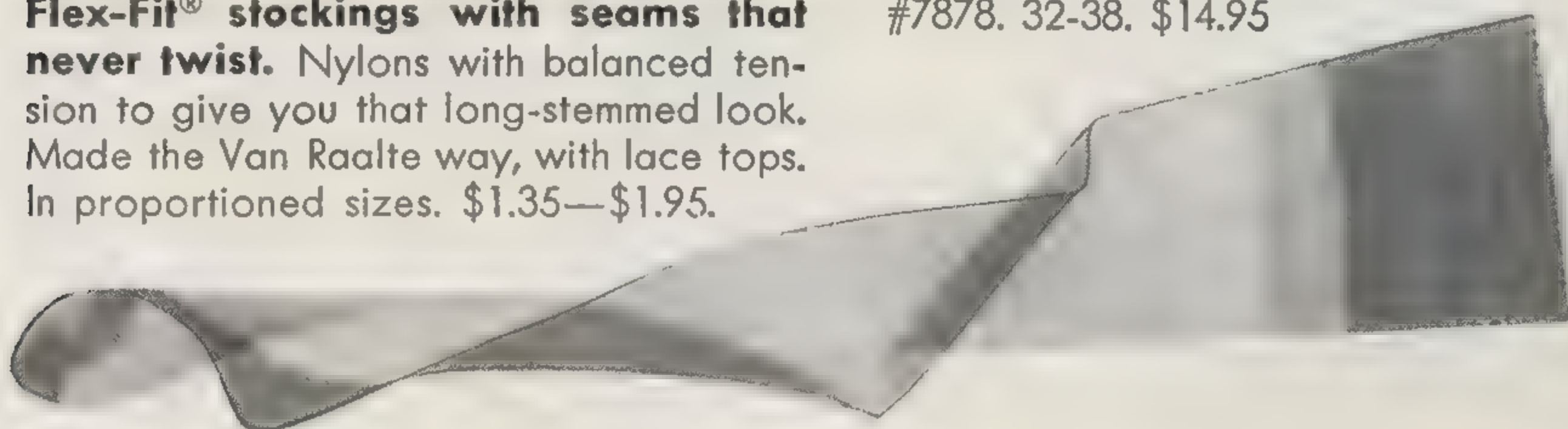
Van Raalte forecast: Gloves showered with pearls

Because you love nice things... four pearl-sprinkled gems from our Spring glove collection. Everything elegant, from seed-pearl embellishments to Mother-of-pearl buttons—very much in the so-gentle mood that's the mode. Hand-sewn in our soft, sudsable nylon Reindoe,[®] dacron and nylon, or the creamiest of cottons. Stop at your favorite store and ask for the styles you fancy by name.

Van Raalte

LINGERIE • GLOVES • STOCKINGS

Flex-Fit[®] stockings with seams that never twist. Nylons with balanced tension to give you that long-stemmed look. Made the Van Raalte way, with lace tops. In proportioned sizes. \$1.35—\$1.95.



Ten tiers of loveliness—our slip's a froth of flounce and pleats and flowers. All building up to the slip's body, in our own nylon Opaquelon[®]—with a V-cut midriff, a lined bodice. #7878. 32-38. \$14.95



there's
nothing
like
pure
Irish
Linen!



When the heat's on, there's nothing so *naturally* cool as pure Irish Linen. Wherever you go, you stay fresh, your crease-resistant dress stays crisp, giving wilting and wrinkling the cold shoulder. Trip tip: Irish Linen packs easily, washes and dries in no time—looks beautiful all the time.

House of Lords Original dress and jacket costume, in gossamer Irish Linen at fine stores everywhere, \$39.95.

WARNING: Only linen marked "Irish Linen" or "Made in Ireland" is genuine Irish Linen. Insist on seeing the label before you buy.

Don't Miss IRISH LINEN WEEK March 14 to 19

Visit your favorite store during Irish Linen Week and see all that's new and exciting in Irish Linen for you and your home.

THE IRISH LINEN GUILD

1270 AVENUE OF THE AMERICAS, NEW YORK 20, NEW YORK

Christian Dior and Lily of France

CREATE THE MOST
BEAUTIFUL NEW FIGURE

*A new look
that makes you
look years younger,
more feminine,
more seductive
than ever before!*

It's the Look of every important Spring fashion, a silhouette that demands entirely new foundations! And above all, it's a Look you'll love . . . for M. Dior's new figure has a fresh young bloom, an irresistible softness.

Your bosom raised and rounded, the waistline eased . . . the whole torso, longer, smoother . . . infinitely more flattering.

All, shaped as never before . . . each a cobweb confection of imported lace, pure silk peau de soie and precious trims. See the whole collection at your finest stores. Dior Originals, made in America only by

**Lily of France*

* Lily of France

BRINGS YOU



STRAPLESS DUO-SETTE WITH SATIN PANEL 27.50 FRIVOLETTE LACE AND MARQUISETTE 15.00

These Lily of France interpretations instantly shape the new figure! The bustline, raised 1½ to 2 inches . . . then rounded with all the soft bloom of your teens. Immediately, the whole torso becomes longer, smoother . . . flowing with natural ease.

See these authentic interpretations now at your finest stores.

LILEES LACE AND SATIN BRA ALSO IN ALL LACE 5.00

CORMIERE WITH POINT D'ESPRIT PANEL 18.50

THE "AUTHENTIC NEW LOOK"



LILEES LACE BRA 4.00

ENHANCE* . . . so far ahead of its time,
it's perfect for the New Look! Because of a
patented principle, Enhance slims you
up-and-down, elongates the figure . . . instead of
crowding it round and round. And Enhance takes
inches off your hips, years off your figure . . .
all without a stabbing bone or bulging seam!

LILEES DETACHABLE STRAP BRA 5.95

ENHANCE POWER NET 16.50
OTHERS FROM 10.95

STRAPLESS ENHANCE
WONDERFUL ONE 27.50
WITH STRAPS 25.00

*branch out in
David Crystal's
spring-
through-summer
suits*



Left, sapling-slim suit of rayon Condado Cloth®. Natural, navy, cherry. Sizes 10 to 18. 25.00.

Right, embroidered blossoms strewn on collar and cuffs of this suit of rayon Condado Cloth®. Navy, toast or blue. Sizes 10 to 20. 29.95.

ALL SUITS ARE MADE WITH ARMO® CONSTRUCTION

BEST & CO.

New York

Bullock's

Pasadena, Los Angeles

The Halle Bros. Co.

Cleveland

MONTALDO'S

all stores

SEE PAGE 147 FOR ADDITIONAL STORES



Left, willowy lines for a washable
suit of cotton-and-celcon, prettily
appliqued with bows. Charcoal,
coffee or blue. Sizes 14-60 (S. 25.00).
Right, petal white burlesco in a
suit of Mallinson's rayon Crestaline®.
Charcoal, navy, black, brown
or blue. Sizes 10 to 28. 25.00.
all listed with sizes with some exceptions

BEST & CO.

New York

Bullock's

Pharmas, Los Angeles

The Halle Bros. Co.

Chicago

MONTALDO'S

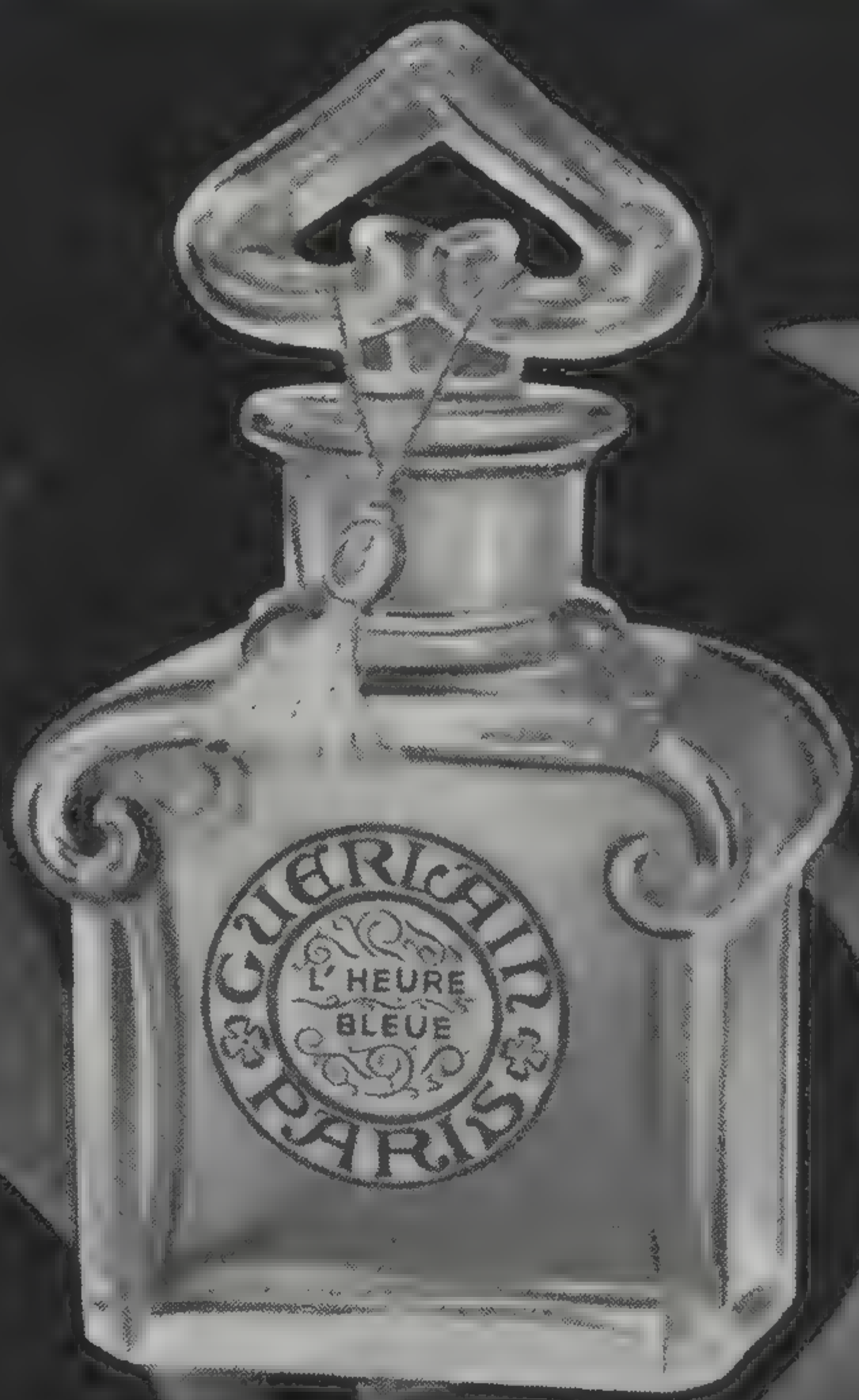
all stores

SEE PAGE 147 FOR ADDITIONAL STORES.

SHALIMAR

L'HEURE BLEUE

VOL DE NUIT



*No other gift
will give her greater pleasure
than perfume by*

*Guerlain
Parfumeur*

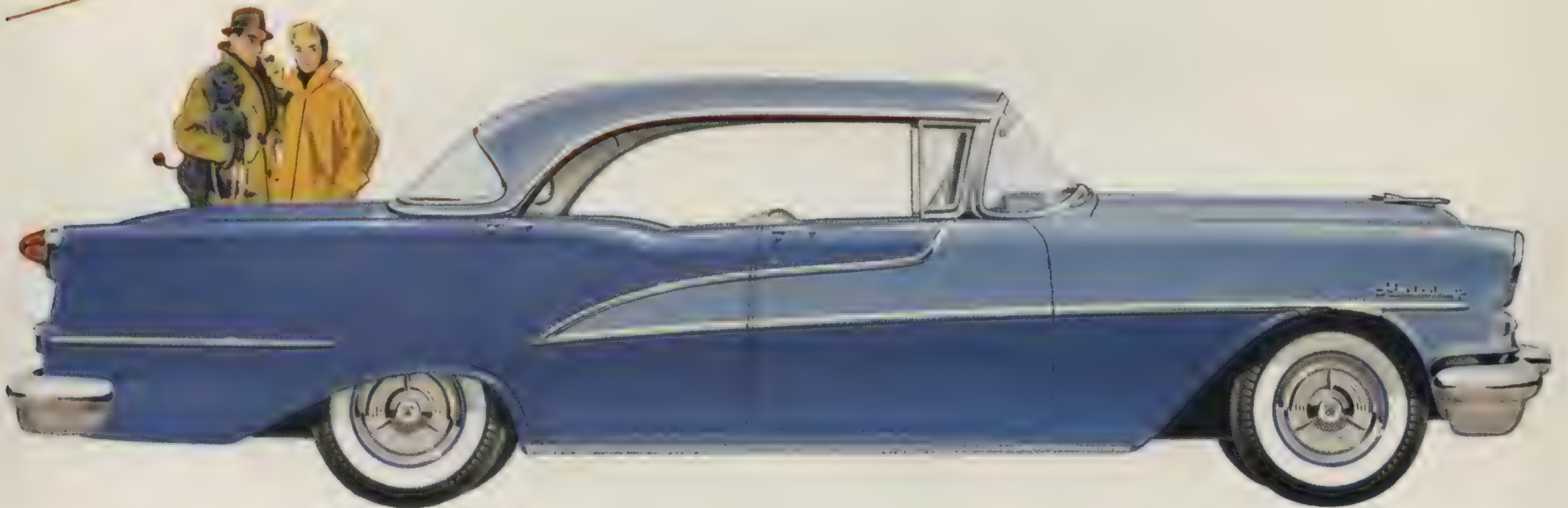
Shalimar \$8, \$14, \$25, \$45, \$67.50 - L'Heure Bleue, Mitsouko \$9, \$15, \$27, \$40 - Vol de Nuit \$15, \$30. Prices plus tax

OLDSMOBILE

presents a

New "Holiday"

GREAT NEW COMPANION CAR TO
THE POPULAR HOLIDAY COUPÉ



OLDSMOBILE HOLIDAY SEDAN... A Hardtop with 4 Doors!

The Glamor of a Hardtop . . .

Fresh as tomorrow's sunrise . . . original as the newest Paris creation . . . yet so completely sensible! One glance tells you this is new, *completely new* . . . Holiday grace plus 4-door space!




The Comfort of a 4-Door Sedan

Enter in ease . . . *front compartment or rear!* Four full-size doors open wide, inviting you to a luxury lounge of charm and comfort. And there's no center post to mar the body lines!



Here's the first completely new body type since the introduction of the hardtop coupé. And naturally it comes from Oldsmobile . . . pioneer in hardtop styling . . . producer of the famous Holidays. It's the entirely new Holiday Sedan—with all the long, smooth-flowing beauty of a Holiday Coupé plus the easy-in-easy-out spaciousness of a 4-door model! And just think—there's no need to compromise for one or the other! Because *now* you can have *both* in one glamorous new 1955 "Rocket" Oldsmobile! And, better still, it's available in *all* series—"88", Super "88" and Ninety-Eight! See your Oldsmobile dealer—*today!*



The woman who lives in a Haymaker shoe!

Haymakers[®]
the softest shoes that ever walked

Her day couldn't be busier—but every step is happily cushioned by Haymakers. Handsome pump, wedge-tie or heeled oxford, each hand-cobbled of finest kip-calfskin, \$14.95. In ten colors...and to match, Haymakers wonderful handbag and gloves. At fine stores everywhere. Haymaker Shoe Corp., Dept. V3, 47 W. 34th St., N.Y.



Note the slender, easy line of Handmacher's

new Weathervane® with

Celanese*

acetate, the beauty fiber



Shoulders narrow, with hardly a hint of padding. Silhouette slender, but beautifully easy to move in. It is Handmacher's superb change in the Weathervane—all done in a totally new cloth of Celanese acetate and rayon. It is crisp and cool and wellnigh wiltless, and fired with brilliant bits of color. Town pastels and city darks, in misses, juniors, and young proportioned plus sizes. For stores that have it, see page 146. **\$25.95**

Celanese Corporation of America,
New York 16.

*Reg. U. S. Pat. Off.

Munsingwear®

PUFF PEACH

PUFF GRAY

PUFF BLUE

Puff Pastels

PUFF PINK

PUFF VIOLET

Esthetic! New nylons in 8 French tints
... frivolous as a Parisian puff!

PUFF GREEN

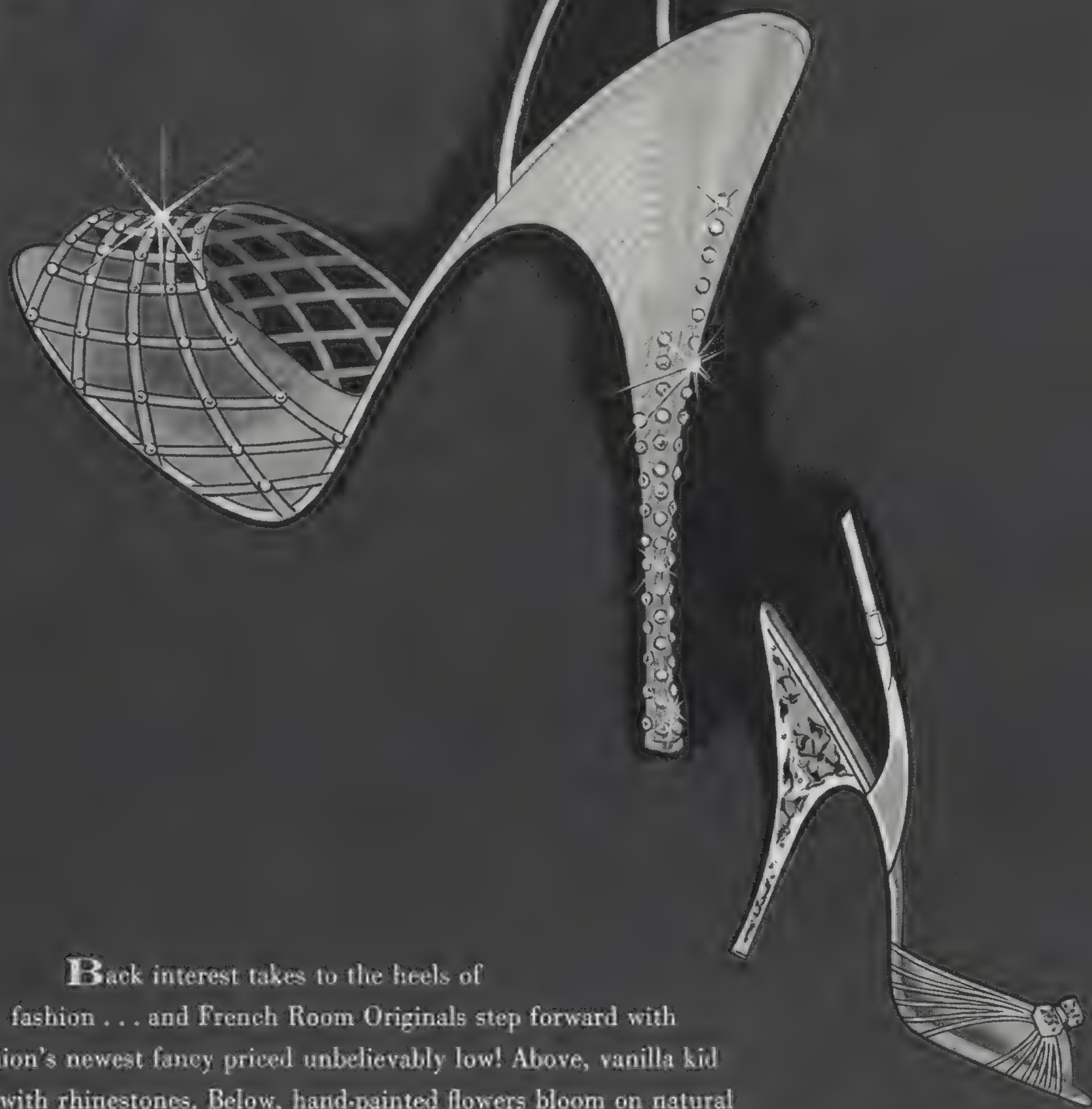
PUFF TURQUOISE

Eight delectable new pastels from Munsingwear to you . . .
stocking tints as delicate as a water color, enchanting
as Paris itself! Munsingwear's Puff Pastels dramatically
reflect the colors of your new spring
fashions. Full-fashioned \$1.65; seamless \$1.50

PUFF BEIGE

the most beautiful shoes
in the world

French Room Originals



Back interest takes to the heels of fashion . . . and French Room Originals step forward with fashion's newest fancy priced unbelievably low! Above, vanilla kid flavored with rhinestones. Below, hand-painted flowers bloom on natural wood combined with pink lustre calf and see-thru vinylite. \$14⁹⁵



CHANDLER'S

CLEVELAND, OHIO, 1309 Euclid Ave., and
in 49 other Chandler's Shoe Salons
throughout the United States



Who can resist



NEW PERFUME CREATION... BOTTLED, PACKAGED AND SEALED IN FRANCE



FIREWORKS

A brilliant barrage of color and light, and the most gorgeous display a wily woman can put on after dark... Jewel-hued rhinestones and pseudo pearls in amethyst, topaz, tourmaline pink, sapphire blue, or white. 30 inch rope, \$26, Bracelet \$7.50, Drop Earrings \$5 plus fed. tax at leading department and specialty stores

another

fashion first

by

LaTausca.





Martha Manning
ILLUSION HALF-SIZE DRESSES



EMBROIDERIES BY PRASHKER BROTHERS... Baroque, yet contemporary in their slender beauty, all in washable spun rayon, **a.** Blue, pink or navy with white, matching pastel embroidery, sizes 16½ to 24½. About \$18. **b.** Pink, aqua or beige with white, matching pastel embroidery, sizes 14½ to 22½. About \$18. **c.** Grey, pink or navy with white embroidery, sizes 12½ to 20½. About \$15. **d.** Pink, blue or grey with white embroidery, sizes 14½ to 22½. About \$15. **e.** Pink, blue or aqua, embroidered with rosebuds, sizes 12½ to 20½. About \$18. *For where to buy Martha Manning dresses, watch your local newspaper or send postcard to* **MARTHA MANNING • Dept. V-3 • 1641 Washington Avenue • Saint Louis 3, Missouri**



*Fashion and fit
superbly blended in*

elastique



by
valentine

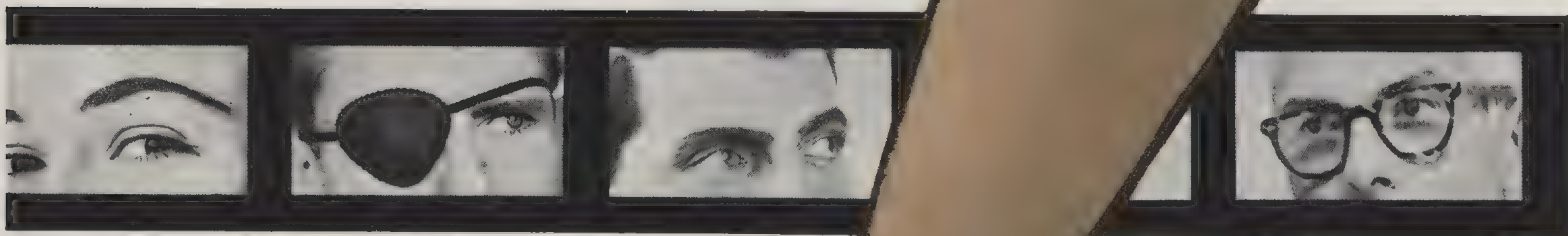
This sensational pump, with the new Elastique binding, achieves
a soft, clinging fit that you've never before enjoyed!

Hugs your foot as comfortably as an expensive glove.

Fits like a dream! Both high and midheel.

Valentine Shoe Company  Division of General Shoe Corporation  Nashville 3, Tennessee

you owe
it to your
audience



...to bare the beauty of your leg through the
near-nude beauty of Kayser's sheer, sheer 75 gauge, 10 denier
nylons with patented "strait-on" heel that never,
never twists. \$1.95 the pair. Other stockings from \$1.15



STOCKINGS

by

KAYSER

a beauty treatment for your legs

THE OPERA PUMP... to wear early and late!



THE TERI

Serenely simple, yet feminine as a whiff of perfume. Frosty white touches add fresh zing to your into-summer fashions... crafted for luxurious softness—meaning smooth, smooth traveling the clock around.

\$1495 to \$1695
a few styles slightly higher

Florsheim
Florsheim
Florsheim
Florsheim

For name of your nearest dealer write: The Florsheim Shoe Company, Chicago 6, Ill.

We see "eye to eye" on fashion



She's proud he's smart! Both agree that his Pioneer accessories are perfectly "color-keyed" to the season's male fashions. Witness (top to bottom):

Belts: Corsican Cables \$3.50 Brighton Braid Elastics, both patterns in an assortment of colors \$2.50

Riviera Leathers . . . hand-worked, with enameled

jewelry buckle. Also available in black \$3.50

Beaux Arts Jewelry: Mother of pearl inlay on charcoal black, golden finished . . . Cuff Links \$2.50*

Matching Tie Clip \$2.50* Set \$5.00* At fine stores everywhere.

*plus tax

Men in Fashion wear
Pioneer®
the mark of a man

Pioneer, Darby, Pa. • Belts • Braces • Garters • Wallets • Jewelry • Leather Accessories

FOR THE BETTER HALF OF THE DAY...



the delicate
mid-height of



Contralto + Heels

beneath the
fluid beauty
of the sandal

\$12⁹⁵ to \$14⁹⁵



WITH RHYTHM-FOAM
rhythm step
① cushioned ease ② at three points ③



Mr. and Mrs. Stanley Woodward and their 2 cockers outside the air-conditioned kennels on the UNITED STATES: "A fine, seaworthy ship. We like the way she's run." Mr. Woodward is former U.S. Ambassador to Canada.

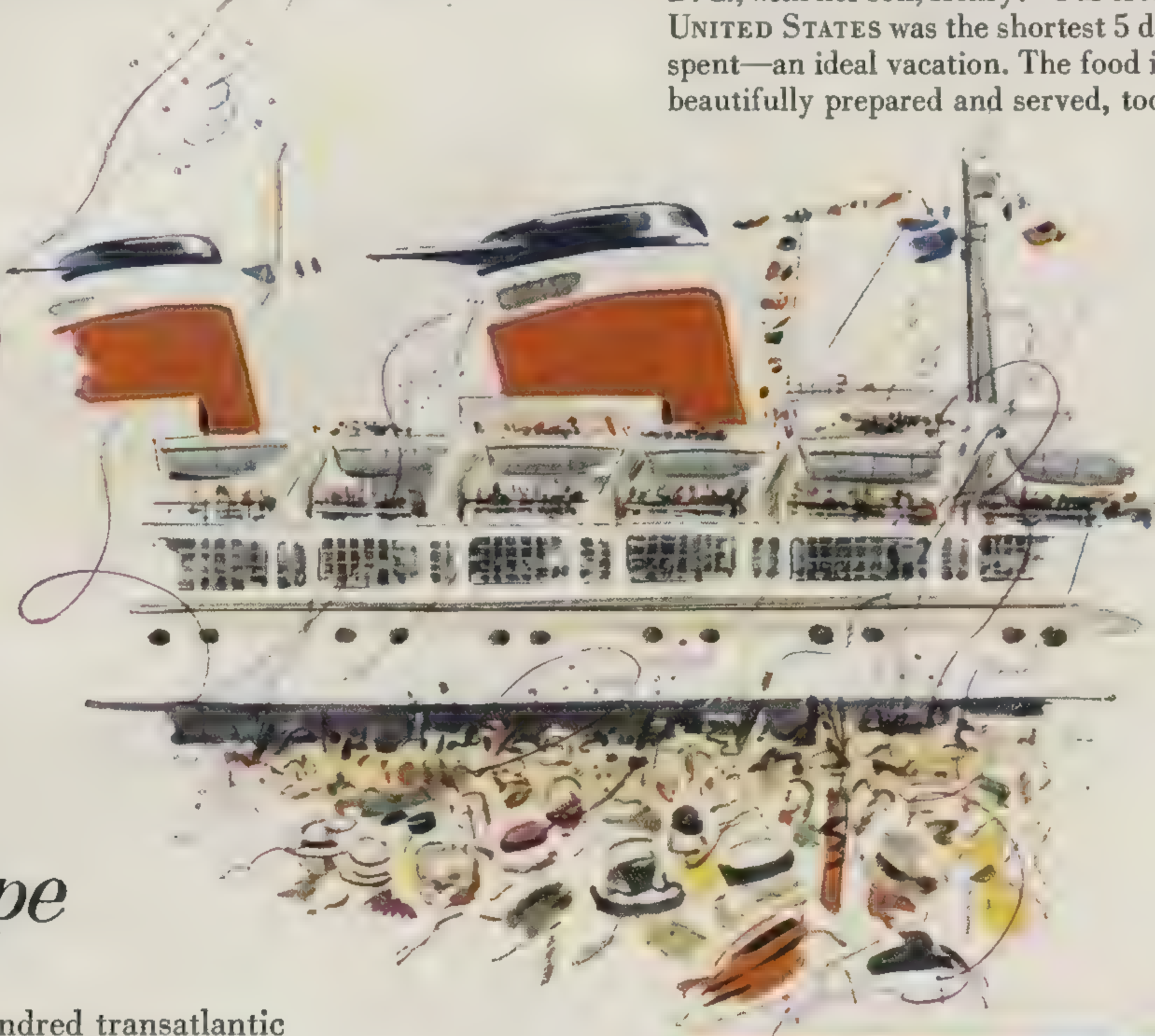


Mr. and Mrs. Fred H. Billups with their children, Betty and Bud: "One trip on the AMERICA makes you eager for more! It's always fun crossing with people who know how to share a good time." Mr. Billups is President of Tropical Gas Company, Inc., Miami, Fla.



Mrs. H. O. H. Frelinghuysen of Washington, D. C., with her son, Henry: "Our crossing on the UNITED STATES was the shortest 5 days we ever spent—an ideal vacation. The food is excellent, beautifully prepared and served, too."

Star Spangled Sailings to Europe



Here's the shining moment a hundred transatlantic crossings can't dim. The band is playing, flags are flying. The first blast of that incredibly deep-bass whistle lifts you off your feet and starts fireworks of excitement in your heart. In what seems like seconds, there'll be blue water where you see that long white gangplank. One more farewell whistle and you'll be headed for Europe—*less than 5 unforgettable days away on the UNITED STATES, world's fastest and most modern liner.* On the s.s. AMERICA, too, you'll find a happy combination of American space and speed, American and Continental cuisine, an international "Who's Who" of fellow passengers. You'll *vacation* at sea—arrive rested, relaxed.

NO FINER FOOD AND SERVICE AFLOAT OR ASHORE

CONSULT OUR AUTHORIZED TRAVEL AGENTS OR

United States Lines

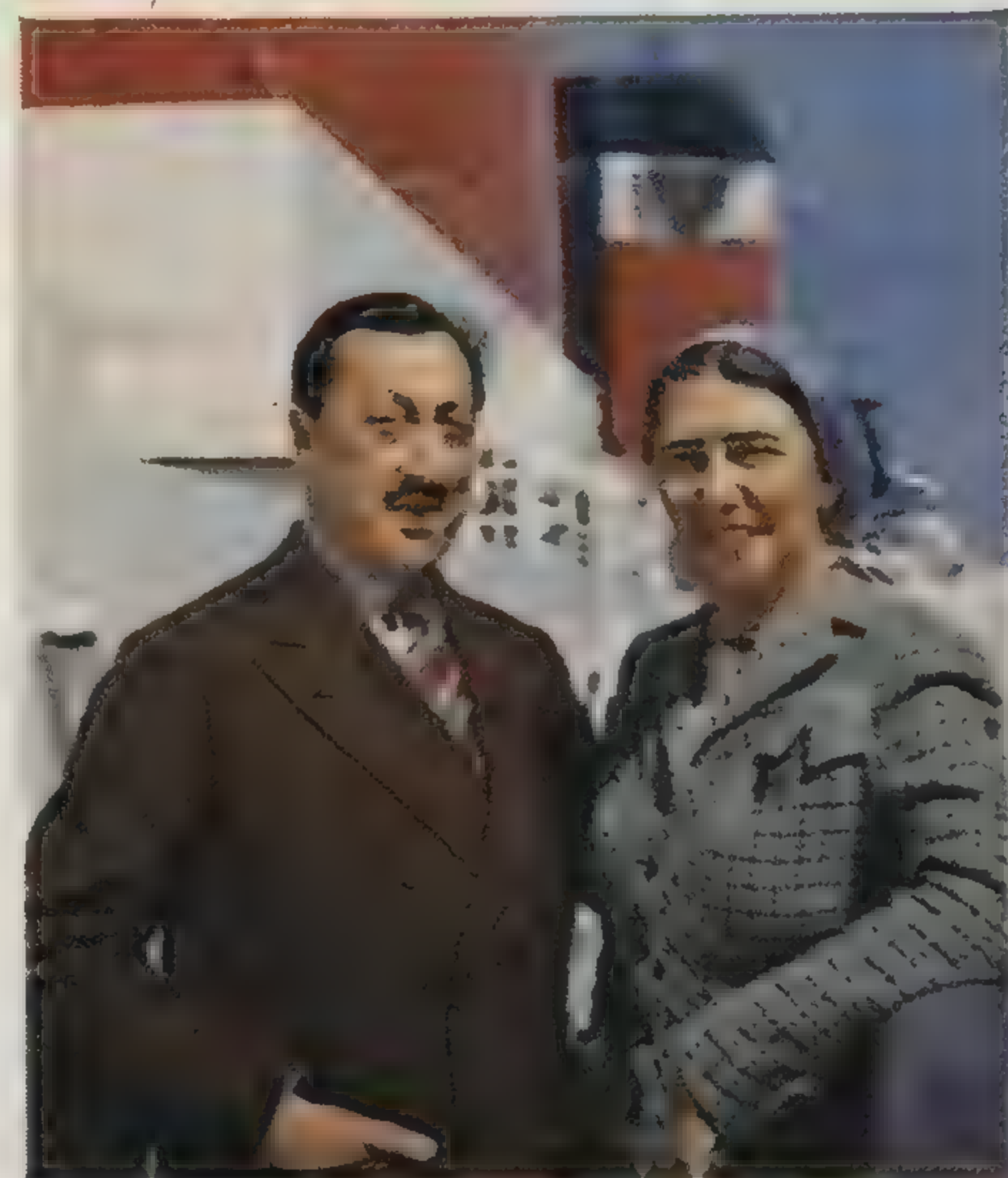
One Broadway, New York 4, N.Y. Tel.: Dlgby 4-5800

S.S. UNITED STATES

Sails from New York 12 noon, arrives Havre early morning 5th day, Southampton same afternoon: Mar. 24*, Apr. 9*, Apr. 27, May 12, May 26 and regularly thereafter. *First Class \$350 up; Cabin \$220 up; Tourist \$165 up.*

S.S. AMERICA

This popular liner sails from New York to Cobh in 5½ days, 6¼ to Havre, 7 to Southampton, 8 to Bremerhaven: Mar. 25, Apr. 15, May 5, May 25 and regularly thereafter. *First Class \$295 up; Cabin \$200 up; Tourist \$160 up.*



His Excellency Fernando de Berckemeyer, Peruvian Ambassador to the U.S. with Señora Berckemeyer: "Wonderful service on the s.s. UNITED STATES... everyone is so attentive and what's more, *enjoys* doing things for you."

*Also arrives Bremerhaven 6th day

Also Offices in: Baltimore, Boston, Chicago, Cleveland, Detroit, Los Angeles, Montreal, Norfolk, Philadelphia, St. Louis, San Francisco, Seattle, Toronto, Vancouver, Washington, D.C.

TRY THE "HAT TRICK" NEXT TIME YOU BUY SCOTCH

You've probably been wondering if new-label Spey Royal Scotch Whisky is as good as people say. Best way to find out is to try the "Hat Trick"—put on your hat, go out and get a bottle!

There's a wide difference in the drinking qualities of scotch whiskies. The fine malt whiskies in the Scotch identified by the bright, new Spey Royal label are distilled for special lightness. Naturally, in Spey Royal only the choice "center run whiskies" are used.

Try new-label Spey Royal with just a splash of soda or water. (Almost any drink is palatable if you add enough mixer.) Spey Royal is so beguiling, you'll love it for itself alone.

Spey rhymes with say . . .

Say Spey Royal Scotch

*Mr. John's
Portrait Hat
of white
tennis net*



By Appointment Whisky Distillers to the late



King George VI.

GILBEY'S
Spey Royal
SCOTCH WHISKY



.....for fashionable people
THE SCOTCH THAT'S EASY TO TAKE

SOLE DISTRIBUTORS: BACARDI IMPORTS, INC., 595 MADISON AVE., N. Y. C., SCOTCH WHISKY—A BLEND . . . 86.8 PROOF

The sterling that blends tradition with today



Francis I

Solid silver at its most magnificent! Here is a truly remarkable pattern displaying a profusion of fifteen different fruit motifs. A 6-piece place setting, \$36.50.*



Silver Sculpture

Here is beauty that could come only from the gleam of silver itself. Reed & Barton's dramatic new pattern is sculptured sterling silver. A 6-piece place setting, \$32.50.*



Classic Rose

A sterling marriage! This pattern combines a functional modern shape with a deeply carved rose—symbol of chivalry and romance. A 6-piece setting, \$31.00.*

*Price per 6-piece setting is for knife, fork, teaspoon, soup spoon, salad fork, butter spreader, Fed. Tax incl. At all leading silverware stores. Write Reed & Barton, Dept. V-51 for information and free booklet.

REED & BARTON

SILVERMASTERS SINCE 1824 • TAUNTON, MASSACHUSETTS

BUR-MIL Cameo SHAPE-2-U

THE WORLD'S FIRST TOP-TO-TOE
THAT FIT YOU BETTER

SHEER NYLON STRETCH STOCKINGS
THAN YOUR OWN SKIN!



DRESS BY BRIELLE CREATIONS IN BURLINGTON'S "SLIKALENE"

Burlington, first with the best, again pioneers. New Bur-Mil Cameo SHAPE-2-U perfected sheer nylon stockings stretch comfortably from the toe to the top of the welt—never lose their shape when you walk, stand or sit—and banish stocking wrinkles and crooked seams forever. Never have there been stockings like Bur-Mil Cameo SHAPE-2-U! They *look* better and *feel* more comfortable than any stockings you've

ever worn. Three personally proportioned sizes . . . one to fit *you* perfectly. With exclusive misty "Face Powder Finish" and flattering "Skin Tone" colors to complement your complexion. \$1.95 a pair. Also at your favorite stocking counter: Bur-Mil Cameo Regular Nylon Stockings in seamless and full-fashioned styles. In "Skin Tone" colors, with "Face Powder Finish". . . \$1.15 to \$1.65.

"BUR-MIL"® "CAMEO"® "FACE POWDER"® "SKIN TONES" "SHAPE-2-U" AND "SLIKALENE" ARE TRADEMARKS OF THE BURLINGTON MILLS CORPORATION
COPYRIGHT 1955 BURLINGTON MILLS CORP. * PATENT APPLICATIONS FOR THIS PRODUCT AND ITS METHODS OF MANUFACTURE HAVE BEEN MADE IN THE U.S. PATENT OFFICE AND THE PATENT OFFICES OF THE PRINCIPAL FOREIGN COUNTRIES



*Choir-Collar dress
by Adele Simpson for
Saks Fifth Avenue
all stores
Harzfeld's
Kansas City
Neiman-Marcus
Dallas*

M&W THOMAS

Couture Cottons



On model "Hieroglyphics"
Skirt only, about \$7.95

Henry Rosenfeld's "Art Collection" of

LOWENSTEIN
Signature
FINE ART FABRICS

Original Designs by Members of
ASSOCIATED AMERICAN ARTISTS

Art masterpieces created by world-famed artists...and transposed to luxurious, Sanforized Signature cottons...yours to wear in a wonderful new skirt collection, with that very special Henry Rosenfeld magic! *Clockwise:* Signature original "SUDAN" by Lamartine LeGoullon, in gold, purple, blue; "HIEROGLYPHICS" by Julio de Deigo, in black; "EBB

"TIDE" by Ann Smith, in grey, green, tan; "AL FRESCO" by Albert John Pucci, in grey, green, honey beige. Sizes 7 to 15, about \$7.95 each.

B. ALTMAN & Co., New York; STRAWBRIDGE & CLOTHIER, Philadelphia; HECHT Co., Washington, D. C.; THE HIGBEE Co., Cleveland; and other fine stores.

Signature Fine Art Prints available by the yard, too!

SIGNATURE FABRICS, a division of M. LOWENSTEIN & SONS, Inc., 1430 Broadway, New York 18, N. Y.



Richelieu

SOUTH SEA

BAROQUE SIMULATED PEARLS

Pearl lovers will be fascinated with the soft, lustrous natural pearl look. Necklaces...from \$3, Earrings...from \$2, 30" Rope...\$6.50, 60" Rope...\$13. Prices plus tax. At better stores everywhere.

*The Richelieu label
is your guarantee*



For the name of the store nearest you write: JOS. H. MEYER BROS., 389 FIFTH AVENUE, NEW YORK, N.Y.



Hat by John Fredericks

SPRING TABLEAU by TINY TOWN

The way they'll look on Easter Sunday . . . dainty as Dresden dolls . . . billowy as petals in the spring breeze. Bouffant sister dresses designed by Tiny Town in **French Fabric Company's** airy Dacron Pique that wears and washes like a dream. The bodice and attached nylon petticoat detailed with scallop-embroidered nylon bands—val lace encircles the collar and cuffs. In blue with pink scallops or in pink with blue scallops. 3 to 6x about \$9, 7 to 12 about \$11.

At these and other fine stores throughout the country.

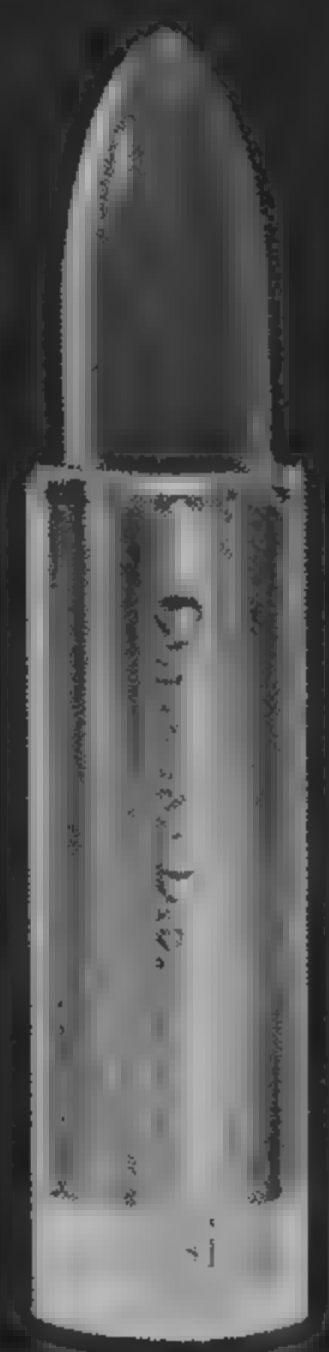
Baltimore — Hutzler's • Chicago — Mandel Bros • Dallas — Volk's • Detroit — Himmelhoch
 Louisville — Stewart's • Memphis — Goldsmith's • New York — Arnold Constable
 New Orleans — D. H. Holmes • Philadelphia — Bonwit Teller • Washington D. C. — Woodward & Lothrop

TINY TOWN TOGS, 1350 Broadway, New York 18, N. Y.

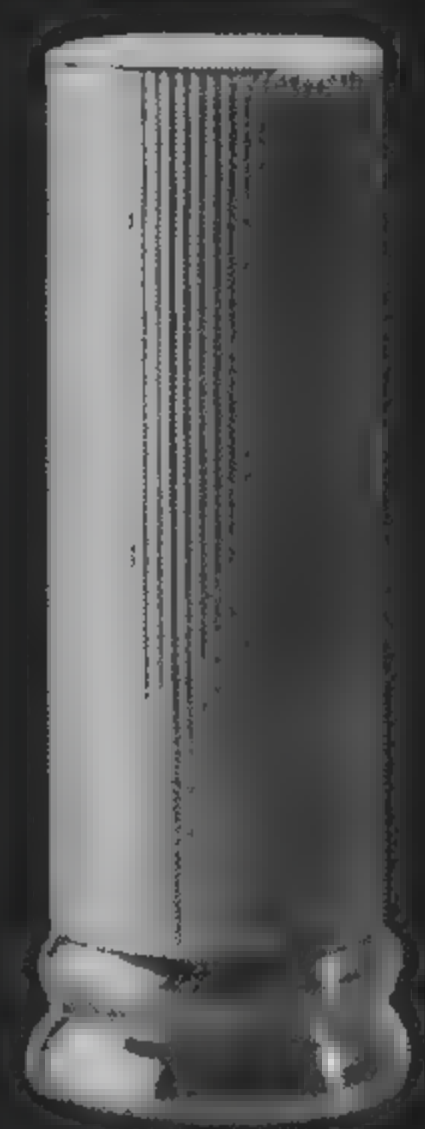


The New Lipstick Idea by

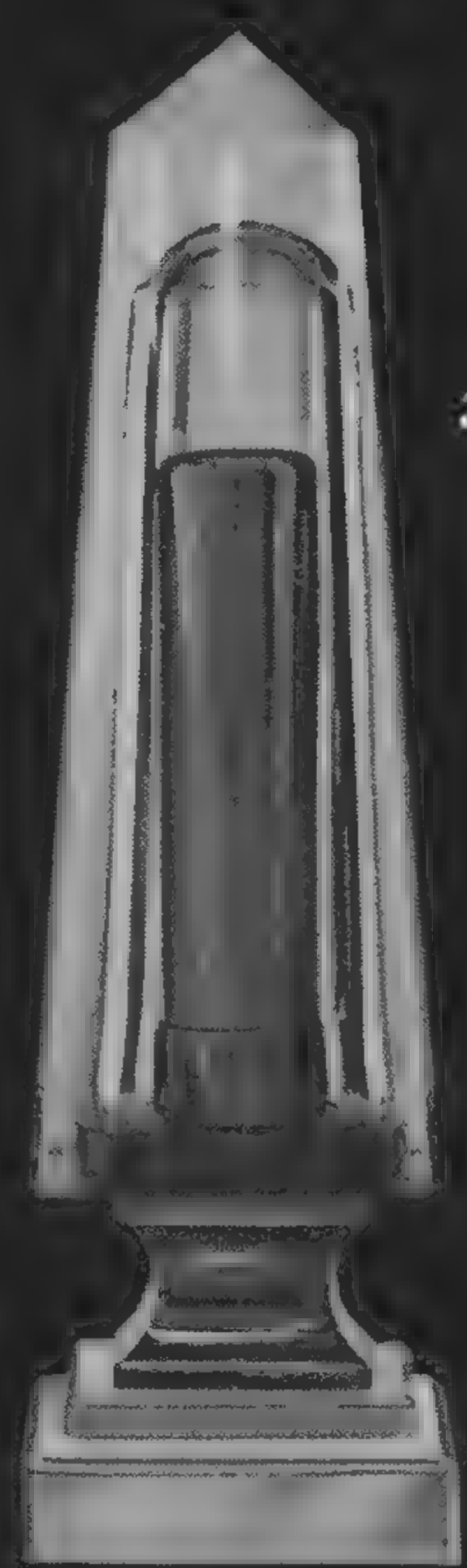
Christian Dior



a revolutionary encased lipstick refill

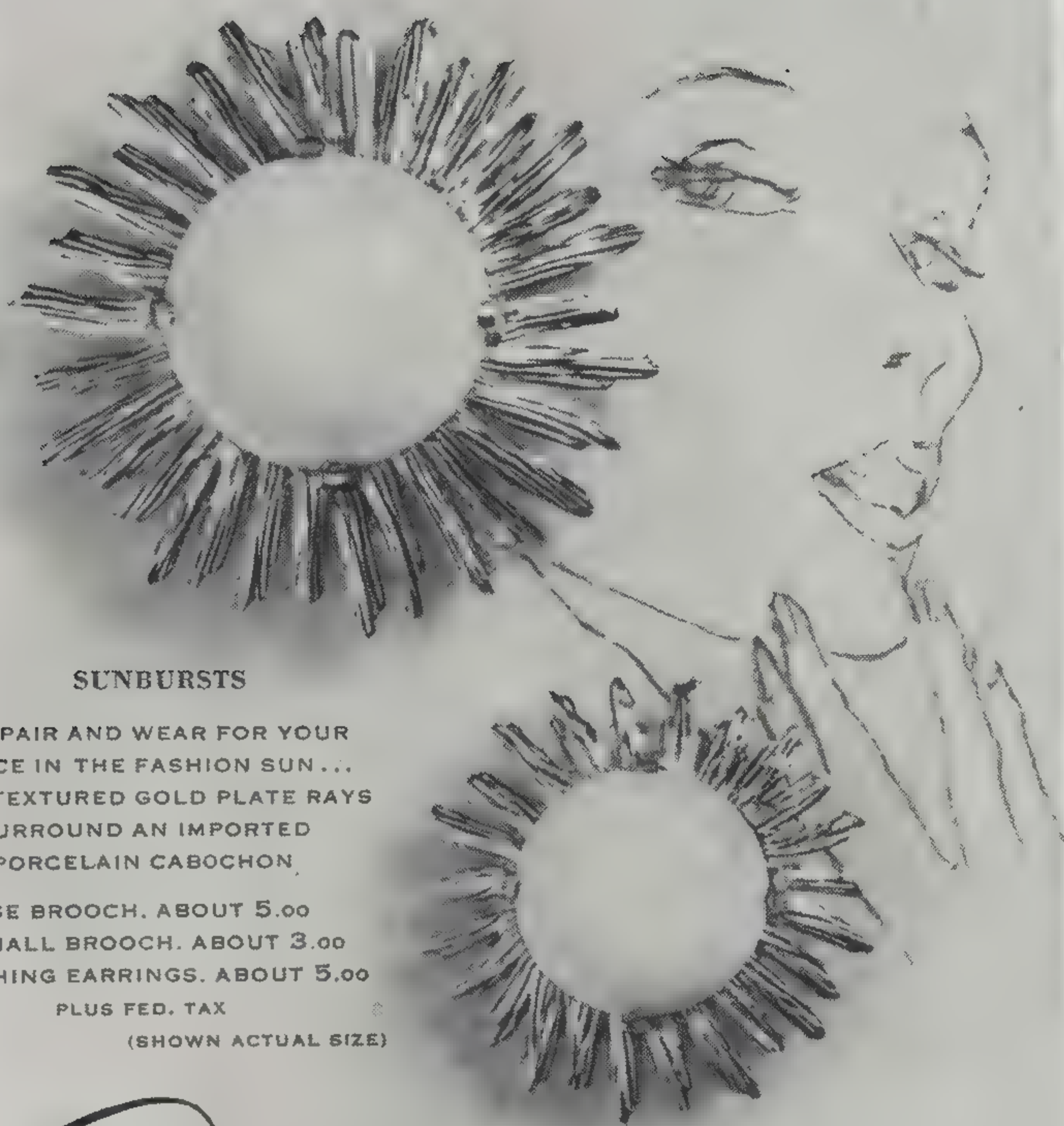


to insert in this case in one second,
without touching the lipstick



and in this dressing table lipstick Obelisque

The crystal Obelisque holds your lipstick in shimmering splendor on your dressing table, next to perfume bottles. The slim, silvered case goes into your purse. The revolutionary principle lets the lipstick refill, itself metal encased, fit quickly into either Obelisque or case without touching fingers to lipstick. Totally imported from France.



SUNBURSTS

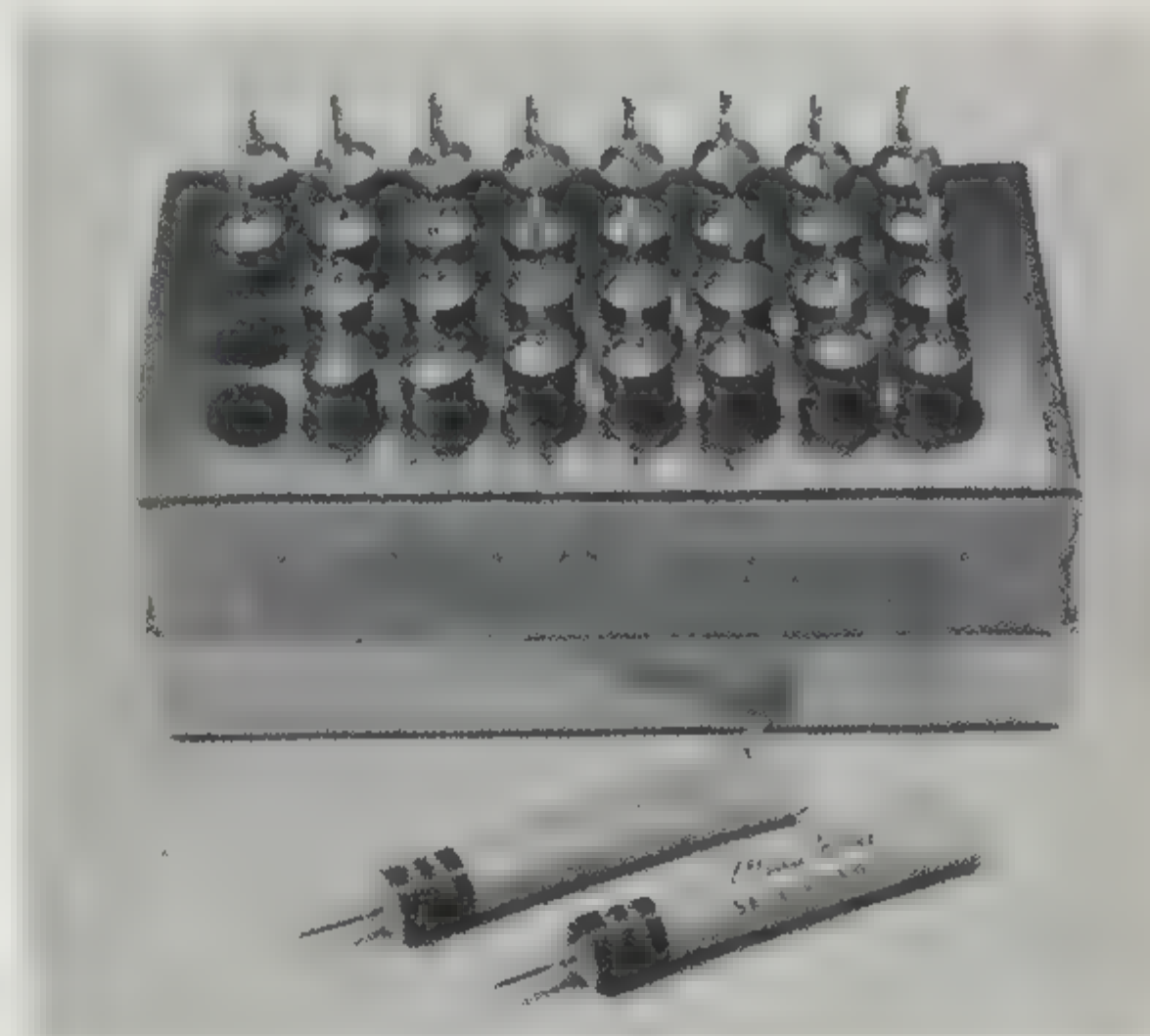
PAIR AND WEAR FOR YOUR
PLACE IN THE FASHION SUN...
TEXTURED GOLD PLATE RAYS
SURROUND AN IMPORTED
PORCELAIN CABOCHON.
LARGE BROOCH. ABOUT 5.00
SMALL BROOCH. ABOUT 3.00
MATCHING EARRINGS. ABOUT 5.00
PLUS FED. TAX
(SHOWN ACTUAL SIZE)



AT ALL FINE STORES OR WRITE

366 FIFTH AVENUE
NEW YORK 1, N. Y.

Discoveries in beauty



1



2



MIEHLMANN

3

1. Stored in a honeycomb box: Marie Earle's Skin Vitamins, a 32 days' supply for a smoother complexion. The vitamins are A and D, compounded into a rich, penetrating cream. The cream is kept in tiny tubes (one for each treatment) to preserve and seal in the full strength of the vitamins. Why vitamins? Lack of them is known to leave the skin flaky, dry, unresilient. While the body may not be generally deficient in these vitamins, it is possible that their distribution may be uneven, that necessary amounts do not reach the skin. That's the why for external vitamins. Applied to complexions, their purpose is to work within the cells, help to improve texture and smoothness. These boxes: at Bonwit Teller.

2. Pritti is a new white cream depilatory—with many differences. The cream is very thin: it spreads easily, washes off quickly. An effective remover of hair made stubby by shaving, its action is gentle on facial hair. (A patch test is advised to determine the time necessary for hair removal, the skin's sensitivity.) The cream is accompanied by a shaker of powder to sprinkle on the skin after defuzzing. This stops the chemical action of the depilatory completely, leaves the skin at its smoothest. Extra reassurance: its pure tin tube will never split. At Altman.

3. Bristol-Myers started out with a new deodorant lotion, named Ban. It was an excellent antiperspirant, mild enough to be used immediately after shaving. It was designed to do even the most delicate fabrics no harm, so that it could be applied immediately before dressing. Application—that was the problem. This deodorant deserved the best, the easiest. Here's how a group of engineers solved it: a revolving plastic marble rolls over the skin, allows the lotion to flow evenly without dripping. Extra dividends: the lotion never wets the fingers; the roll-on applicator is a safety measure against spilling or leaking while travelling. Macy's.

*You'll have the world at your feet
in California*

COBBLERS



Go Italian in one
of the prettiest sandals that ever
waltzed into Spring. "Giaconda"
caresses your foot in glistening Kidskin...
pampers you on cushiony foam. In a kaleidoscope of colors.
At fine shops 'most everywhere, under ten dollars.

COBBLERS, INC., LOS ANGELES 21, CALIFORNIA • MADE IN CANADA BY
CANADA WEST SHOE MFG. CO., WINNIPEG; IN AUSTRALIA BY C. J. BRAUN PTY., LTD., SYDNEY



RISQUÉ... 3.50

Grandoe

THE ULTIMATE IN FASHION FINESSE. HAND SEWN, DOUBLE WOVEN, EGYPTIAN COTTON GLOVES.
... ALSO MAKERS OF FINE LEATHER GLOVES BY ALEXETTE BACHO.



IMPULSE... 5.00



SOUCI... 3.50



More
seductive
than Salome's
seventh
veil

seamless
stockings
by

Jane's

At 2500 Fine Stores
Including the following:

Aberdeen, S. D.	Jo Rich's
Albuquerque, N. M.	Tomlinson's
Appleton, Wis.	The Rose Shop
Atlanta, Ga.	Davison's
Baton Rouge, La.	Dalton's
Beaumont, Tex.	The White House
Binghamton, N. Y.	Drazen's
Boston, Mass.	Wm. Filene's Sons Co.
Bowling Green, Ky.	Martin's
Bristol, Tenn.	H. P. King Co., Inc.
Brooklyn, N. Y.	Abraham & Straus
Buffalo, N. Y.	Maidy & Son
Butte, Mont.	Burr's
Charlotte, N. C.	Belk Bros. Co.
Chattanooga, Tenn.	Shumacker's
Childress, Tex.	Helen's Shoppe
Cincinnati, O.	The Colonial Shops
Cleveland, O.	Bon-Kay Fashion Shop
Columbia, S. C.	Haltiwanger's
Cordele, Ga.	Robin's, Ltd.
Corpus Christi, Tex.	Lichtenstein's
Davenport, Ia.	Sylvia's
Decatur, Ill.	Arlene's
Detroit, Mich.	Himelhoch Bros. & Co.
Durham, N. C.	Ellis-Stone & Co.
East Liverpool, O.	Rapports
Easton, Pa.	Grollman's
El Centro, Calif.	Sarah Lane's
Elmira, N. Y.	E. Hazel Murphy
El Paso, Tex.	The White House
Flint, Mich.	Lona Fox Duckwitz
Ft. Lauderdale, Fla.	Scott's
Fort Smith, Ark.	The Arcade
Fort Worth, Tex.	Monnig's
Gilroy, Calif.	Virginia Cox
Great Falls, Mont.	Beckman's
Greensburg, Pa.	Royer's
Hagerstown, Md.	The Style Shop
Hamilton, O.	Corneal Marie Shop
Hammond, Ind.	Carrie Long Shop
Harrisburg, Pa.	James K. Bowman
Jackson, Miss.	Nora Day Shop, Inc.
Jacksonville, Fla.	Cohen Bros.
Jamestown, N. Y.	Olga's
Jeannette, Pa.	Ratner's
Kansas City, Mo.	Berkson's
Knoxville, Tenn.	S. H. George & Sons
Lafayette, Ind.	Jacques, Inc.
Lincoln, Ill.	Landauer's
Livermore, Calif.	Ann's Dress Shoppe
Marysville, Kan.	Janis' Dress Shoppe
Miami, Fla.	Byron's
Milwaukee, Wis.	The Grand Apparel Co.
Minneapolis, Minn.	Harold, Inc.
Mitchell, S. D.	Baron Bros. Co.
Monterey, Calif.	Twining's
New Castle, Pa.	New Castle Store
New Orleans, La.	Holmes
New York, N. Y.	Saks-34th
Oak Ridge, Tenn.	Loveman's, Inc.
Odessa, Tex.	Prescott's
Panama City, Fla.	Smith's
Peoria, Ill.	P. A. Bergner & Co.
Philadelphia, Pa.	John Wanamaker
Pittsburgh, Pa.	Joe. Horne Co.
Poplar Bluff, Mo.	Chas. Miller Store
Providence, R. I.	Cherry & Webb Co.
Redlands, Calif.	Hana West
Rockford, Ill.	Owens Inc.
St. Joseph, Mo.	Collier's Fashion Fair
St. Louis, Mo.	Scruggs-Vandervoort-Barney, Inc.
St. Paul, Minn.	Harriet Ames
Salina, Kan.	Hoyt-West
Salinas and Campbell, Calif.	Del Caron
Salisbury, Md.	Hess Apparel
San Antonio, Tex.	The Wolff & Marx Co.
San Francisco, Calif.	Phyllis Frocks
Sioux Falls, S. D.	Sharon Shop
Springfield, Ill.	S. A. Barker Co.
Topeka, Kan.	Pelletier's
Trenton, N. J.	Benjie's Seven & Nine Shop
Tyler, Tex.	Broadway Junior Shop
Warrington, Fla.	Navy Point Stores
Washington, D. C.	Frank R. Jelleff
Zanesville, O.	Orpha Flowers

IN CANADA

Hudson's Bay Co. Stores, Western Can.
J. Northway & Son Ltd., Toronto, Ont.
C. Wallace Co. Stores Ltd., Ontario
Wood Bros. Co. Ltd., Halifax, N. S.
Jas. A. Ogilvy Co. Ltd., Montreal, Que.
J. B. Laliberte Ltee., Quebec, Que.

R. Lowenbaum Mfg. Co., St. Louis

Lolyta S. A. Monterey, N. L.

Mexico D. F. Mexico

Minx Modes, Montreal, Canada

Minx Modes

for the young in heart...

...fresh-as-a-garden day and date. Details of distinction:

the waist-punctuating bouquet of spring posies...

the full, full skirt terraced in tucks...

PIMASILK by WIDDER, a lustrous blend of cotton and silk

in navy, powder blue and beige.

Young-in-heart sizes 7 to 17. Under \$25

Slightly higher in Canada

OK'ed by the Minx Modes Board of Review



SPRING CLOVER

The Diamond Look® by

KRAMER

NEW YORK, LOS ANGELES, PARIS

A spring rain of rhinestones on glistening porcelain in white, pink, blue or yellow. Necklaces, bracelets, earrings and pins from \$2 to \$6*. Available at fine stores everywhere. Kramer Jewelry, 393 Fifth Avenue, New York 16, N. Y.

*PRICES PLUS TAX.

BEAUTIFUL **THEN** ... BEAUTIFUL **NOW**



ALWAYS BEAUTIFUL IN

*Laces by
Ametex®*

Featured by

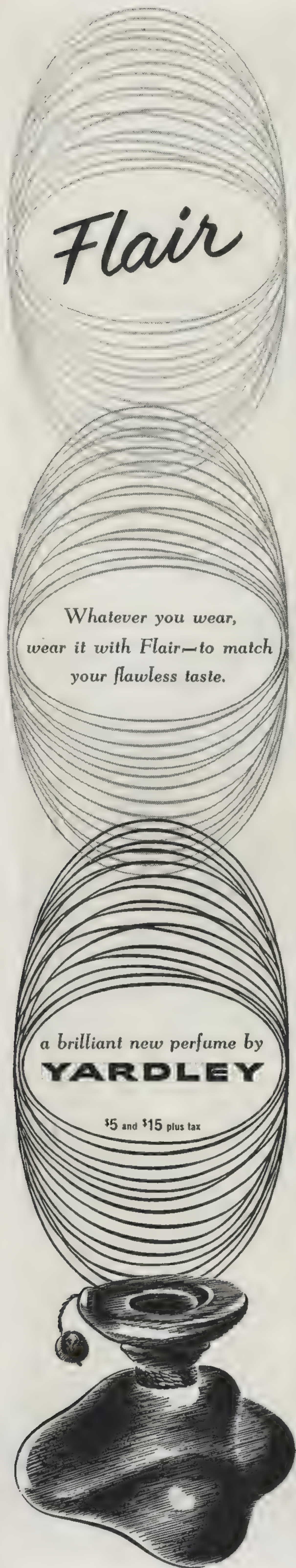
famous fashion creators

... sold in America's finest

stores. slip by Rogers.

PRINT FROM BETTMANN ARCHIVES

American Textile Co., Inc., 25 East 31st Street, New York • Mills: Pawtucket, R. I. • In Canada: Ametex Ltd., 423 Mayor Street, Montreal



VOGUE'S SCHOOL & CAMP DIRECTORY

For advice: write Vogue's School & Camp Bureau,
420 Lexington Ave., N.Y. 17, or call LE 2-7500

Girls' School

GRIER SCHOOL

In the Alleghenies. Accredited College Preparation and General Courses. Home atmosphere for girls, grades 8-12. Music, Art, Typing. Exceptional Riding. Winter, team sports. 1000 acres. Gym, pool. 103rd yr. Mr. and Mrs. T. C. Grier, Box 64, Tyrone, Pa.

Foreign School

La Chatelaine

ST. BLAISE NEUCHÂTEL
FRENCH SWITZERLAND
Preparatory & Finishing School for girls 14-21.
Established 1880. Preparation for College Boards. Three sections for Jrs., Middlers & Seniors. Completely flexible program includes languages, secretarial work, home economics or general subjects in French or English. Tennis, riding, skating, skiing, etc. Optional winter & summer at Gstaad, Tours to Italy, France. Also summer courses.
Dr. A. Jobin, Principal

Boys' School

VALLEY FORGE
MILITARY ACADEMY
"At the Nation's Shrine"
Prepare your boy to enter leading colleges and at the same time be trained for a commission in the Armed Services. Small classes, highest academic standards. Prep. School and Jr. College, fully accredited; ages 12-20. All sports, Art, Cav., Infantry, Band, Senior Division ROTC. Catalog. Box H, Wayne, Pa.

Girls' Camps

SKYLAND CAMP FOR GIRLS

Ages 8-17, Clyde, N. C. 38th season. Eastern entrance to Great Smokies at 3000 ft. Companionship, fun, adventure, outdoor living, learning. 75 campers. Nurse. Bklt. E. Helen H. Harris & Frances Harris Brown, 2137 Herschel St., Jacksonville 4, Florida.

CAMP ARBUTUS

Girls 7-17. Est. 1915. Grand Traverse Bay Region, Mich. Friendly camper centered program giving opportunity for development & adventure. Land & water sports, riding, arts, dramatics. Mr. & Mrs. Paul Hunsicker, 24835 Gleneyrie, Birmingham, Mich.

OGONTZ WHITE MT. CAMP

In New Hampshire. Girls 6-18. 750 acres on mountain lake. Rustic cabins. Swimming, sailing, canoeing, aquaplaning; form & trail riding; tennis, hockey, golf; art, crafts, music, dramatics. Trips. Abby A. Sutherland, Box 300, Ogontz Center, Pa.

TEELA-WOOKET

The Horseback Camps of Vermont. A glorious summer of riding, fun, adventure! Water sports, golf, tennis, archery. Dramatics, crafts. Trips. \$375-\$475, no extras. Outfit may be rented. Booklet (give age). C. A. Roys, 38 Ordway Rd., Wellesley Hills, Mass.

PENKO

WINTHROP, MAINE

Seventy-five girls 6-16. Horseback riding and water sports. Modern camp homes. Numerous trips. Many electives. Address: Mr. & Mrs. F. V. Penley, Directors, 76 Newport Ave., West Hartford, Connecticut.

CAMP COWASSET

Summer of fun on Cape Cod. All salt water sports, sailing, swimming, riding, archery, tennis, crafts, music, dancing, dramatics. Trips. Log cabins in spicy pines. Ages 5-16, 4 groups. 40th yr. Catalog. Beatrice V. Hunt, Dir., Holbrook, Massachusetts.

PITT HALL

Girls 7-15. 400 acres Berkshire Country. Small groups. Riding a specialty; good horses & entertaining ponies; driving too. Swimming, tennis, crafts, music, campcraft. Inclusive camp fee. Open all year; winter sports. Elsie V. Powell, Old Chatham, N. Y.

brown ledge Mallett's Bay Vermont
"One of America's finest camps." Free daily riding for every girl. Finest show horses, mounted lance drill, trail riding, jumping optional. Sailing, racing tactics. Water skiing. Special acting group and theatre. Tennis, golf, riding, archery, crafts, swimming, trips. 150 selected girls. One tuition covers all. Booklet. Give age. "Complete and different camp."
CHRIS CRAFT
Mr. and Mrs. H. E. Brown
140 Jos. Fern Ct., Box V.
East Weymouth 89, Mass. Aquaplaning

Boys' Camp

KEEWAYDIN CANOE TRIPS

1893. Lake Temagami, Ontario. Boys 10-18. Native guides. Adventurous camping, excellent fishing. Tennis, baseball, sailing, shooting, other base camp activities between trips. Adult camp nearby. Catalog. Howard V. Chivers, Hanover, N. H.

Boys' & Girls' Camps

HERMANN YOUTH RANCHES

WOODLAND PARK, COLORADO
Separate ranches 6 mi. apart, for boys and girls ages 10 to 17. Riding, all sports, non-regimented programs, sightseeing, weekly inter-ranch socials. Lee V. Hermann, Director.

MONTRESOR

LEESBURG, VIRGINIA. BLUE RIDGE MTS.
280 acres. On one of Virginia's loveliest estates. Riding. Tennis. 100-ft. filter clear swimming pool. Canoeing on the Potomac. Cood. 7 to 15.
Neal Stanford, Montresor, Leesburg, Virginia

INDIAN ACRES-Forest Acres

Separate camps 2 mi. apart in the White Mts. 30 years of Nation-wide Prestige. All sports & arts. Finest facilities. Golf, trips, riding & ranchlife. "Little Folks Treasure Cove" & "Teen-age Colony". Dr. & Mrs. A. Krasker, 1100 Park Ave., N.Y.C. 28.

Retailing

TOBÉ-COBURN

SCHOOL FOR FASHION CAREERS
Merchandising, advertising, fashion writing, radio. TV, photography styling. One and Two Year Courses. Store work with pay. Placement service. Begins Sept. 7. Catalog A. 851 Madison Avenue, New York 21.

RAY-VOGUE SCHOOLS

750 NORTH MICHIGAN AVENUE, CHICAGO 11
Write Registrar, Rm. 203. Intensive 1 yr. course Fashion Merchandising Incl. Buying, Modeling, Selling in stores Saturday with pay. Attractive dormitory for girls. (No connection with Vogue Magazine.)

Home Study

DRESS DESIGNING

Approved supervised home study training. Fine starting point for career. No classes. Text and work kit furnished. Low tuition & payments. Send for free booklet. National School of Dress Design, 835 Diversey Pkwy., Dept. 3383, Chicago 14, Ill.

INTERIOR DECORATION

Approved supervised home study training. Fine starting point for career. No classes. No wasted time. Text and work kit furnished. Diploma awarded. Send for free booklet. Chicago School of Interior Decoration, 835 Diversey Pkwy., Dept. 3383, Chicago 14, Ill.

Fine & Applied Arts

TRAPHAGEN SCHOOL OF FASHION For Results

Training Here Pays Lifetime Dividends
Trade Methods in Minimum Time—Coed
ART DESIGN CLOTHING CONSTRUCTION INT. DECOR
Beginners & Advanced, Day, Eve., Sat. Register Now!
Illustration, Sketch, Pattern, Dressmaking, Display.
Our Graduates in Demand! Junior Sat. A.M. Class.
Free Placement Bur. Send for Cir. 1. Phone CO 5-2077.
TRAPHAGEN, 1680 Broadway (52d St.) N.Y. 19

NEW YORK SCHOOL OF INTERIOR DESIGN

SUMMER SESSION
SIX WEEKS' PRACTICAL COURSE

Starts July 6th. Faculty of leading decorators. Period and modern styles. Send for Catalog S
Home Study Course starts at once. For those who cannot come to New York. Send for Catalog C
29 East 72nd St., New York 21, N. Y.



FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES
FASHION DESIGN • STYLING • ILLUSTRATION

Personal analysis of individual aptitude. Intensive training in all phases of fashion. Direction of MRS. EMIL ALVIN HARTMAN. Scholarships available.
For Resident School request Book 4 • For Home Study request Book 4H
812 FIFTH AVE. (62nd St.) NEW YORK 21, N. Y. • Templeton 8-0440-1

School and Camp Information . . .

conscientiously gathered by Vogue's trained staff, is available to you without charge. The directors of camps and schools listed on these pages will be glad to send you their literature, but if you need help in finding the right place for your child, or for yourself, fill in the coupon below and mail to: Vogue's School & Camp Bureau, 420 Lexington Avenue, New York 17, N. Y.

Please indicate interest in camps _____ or schools _____

Name _____

Address _____

Daughter _____ Son _____ Age _____

Special interests _____

Previous camp or school _____ Grade _____

Location preferred _____ Approximate fee _____

3-15-55

America's foremost fashion designers say . . .

Don't turn your stockings inside out



Carolyn Schnurer . . . leading designer of inspired fashions

Wear Dulsheen

with hi-fashion finish!

Here at last is the soft, opalescent flattery fashionable women demand, for Dulsheen is knit with the shiny side in—the misty, glamor-side out! America's foremost designers acclaim Dulsheen the first stocking of fashion. It looks one-third sheerer . . . wears much longer . . . fits more smoothly, with seams straight and true—trimmer, smarter than ever before!



WEAR

Dulsheen

WITH HI-FASHION FINISH

Exclusively fashioned by **STRUTWEAR** and **THREAD O' LIFE** Minneapolis, Minn.; Glencoe, Minn.; Clarksdale, Miss.; New York City; Ipswich, Mass.

bath—beach—boudoir



just plain wonderful!
thirsty terry wraparong*
pampers you a thousand ways

Wraps you up—dries you off—takes you tenderly from tub to telephone, from locker to lounging. Perfect for make-up, shampooing, sun bathing, dormitory wear. Shaped and fitted . . . buttons on securely in a second. White, maize, aqua, green and pink. Small, medium, large. **\$3.95**

THE TOG SHOP

Americus, Georgia

Please send me the following:

	Quan.	Size	Color
Wraparong \$3.95			

name _____

address _____

city _____ zone _____ state _____

☐ Check ☐ M.O. add 25¢ for postage

The
COLONIAL

A New Low Cut Continental Shoe

Blending the dash of Cavalier styling with contemporary comfort, the Colonial is designed to hug the foot with barefoot ease. Crafted on Stacy-Adams' famous Contour Last. Available in Natural Veal and imported Brown and Black Calf.

Cost: **\$24⁹⁵**

STACY-ADAMS
Men's Shoes of Distinction

lcfcourt

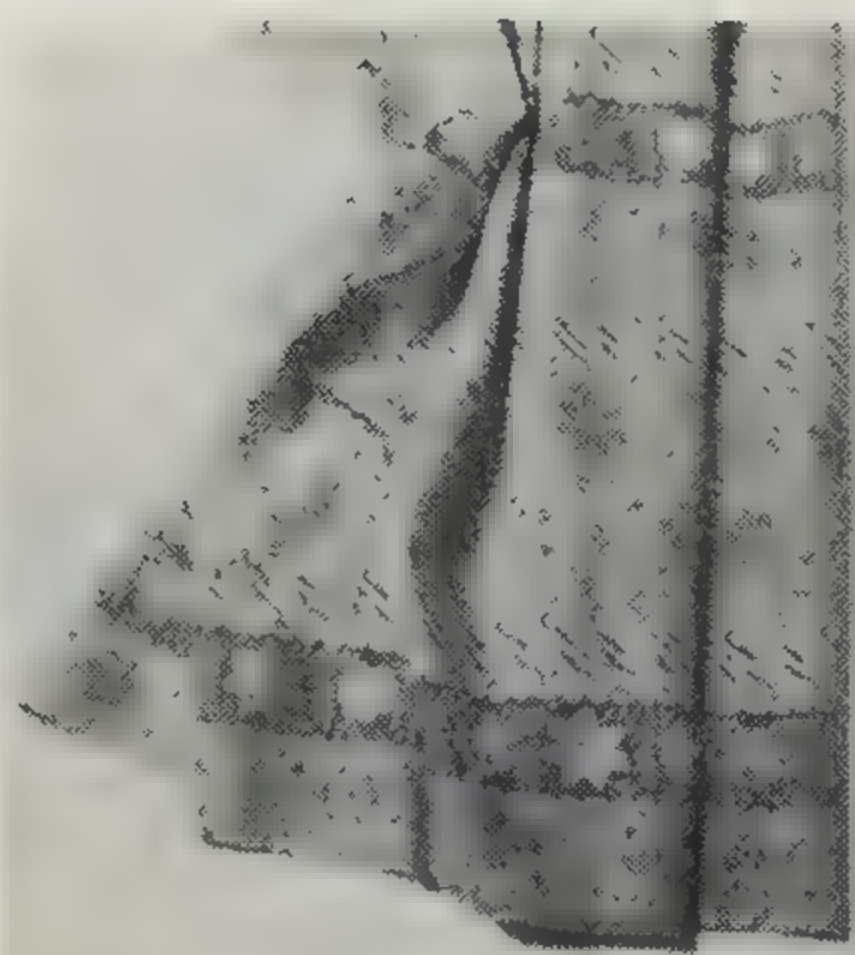
400 Madison Avenue, New York City
 between 47th and 48th Streets



SHOP HOUND



2



3



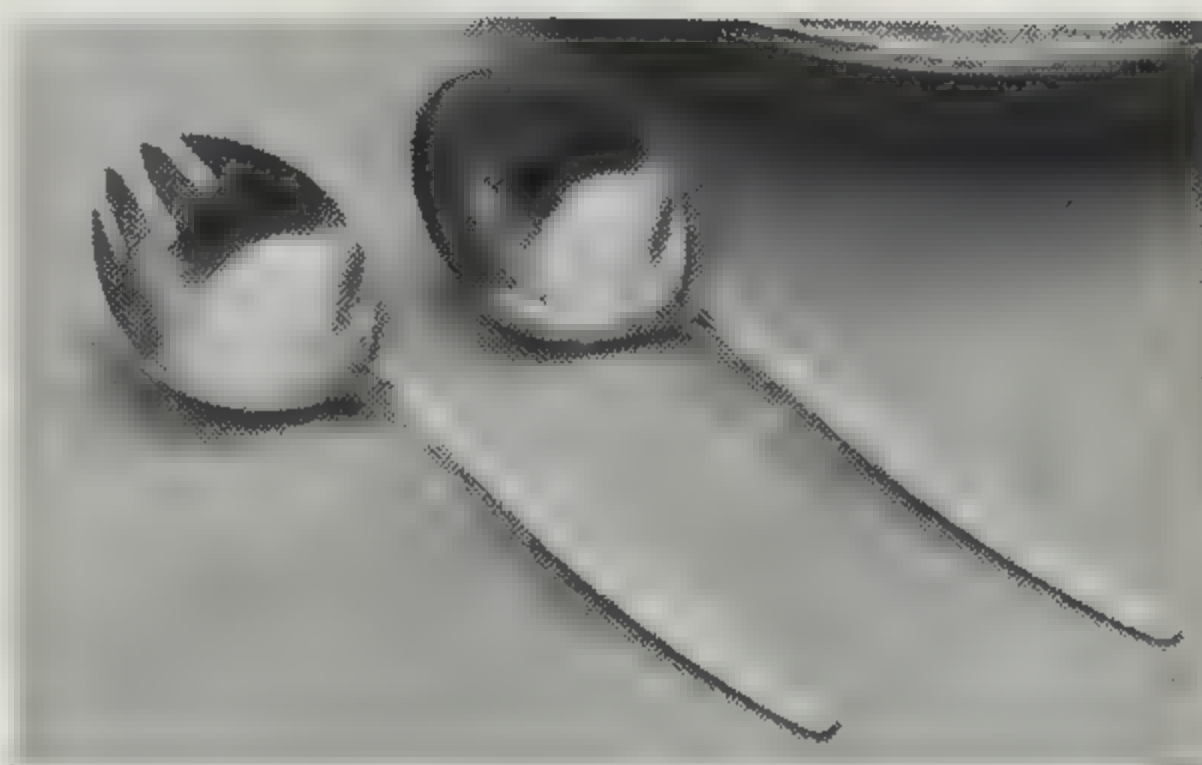
4



5



7



8

1. *Scotch warmer*: white woollen sweater by Pringle. Good country look now, and all year 'round. Sizes 36 to 44. \$24.50. British Tweeds, 727 Madison Ave., N. Y. 21.
2. *Italian work of art*: in leather. An accordion-shaped handbag that opens to three compartments. Soft black leather with a harder leather handle. \$69.50 plus tax. Barra, 519 Madison Ave., N. Y. 22.
3. *Japanese silk*: international relations by the yard. This Japanese silk shantung was hand-screened in the U.S.A. with a Javanese batik design—orange, russet, yellow, gold spotted. 36" wide; \$4.95 a yard. Gunn & Latchford, 323 5th Avenue, New York 16, N. Y.
4. *Italian line*: slender umbrella. Thin-as-a-pin coffee-coloured silk; a deep copper leather handle. \$25. Barra, 519 Madison Ave., N. Y. 22.
5. *Stole, the length of Paris*: almost three yards of white organdie (the fabric that's frothing in every collection). Fringed with white wool, embroidered with royal-blue and white fringes. \$35. Lilly Daché, 80 E. 56th St., N. Y. 22.
6. *Paris match*: a new oversweater, sleeveless and in cocoa and white striped wool jersey, with its own cocoa wool jersey skirt. Sweater: sizes 34 to 38, \$16.95. Skirt: sizes 10 to 16, \$30.50. Amie, 715 Madison Ave., N. Y. 21.
7. *Danish service, silver service*: a new sterling silver pattern, "Cypress," ready in time to celebrate Georg Jensen's 50th Anniversary. Here: serving spoon, \$29; serving fork, \$27.50, inc. tax. Georg Jensen, 667 5th Ave., N. Y.
8. *Coffee, Italian descent*: espresso, via a new drip-pot. It's brass with a silver lining, has a new rounded shape. The two-cup size is \$17; four-cup is \$21; six-cup, \$29. From Italy Today, 598 Ninth Ave., New York 18.

International brassière-shopping service: the Berlé specialty. With custom salons in both New York and Paris, they also supply postal privileges on their famous "Delineator" brassière—your measurements are recorded when your first "Delineator" is fitted to you; and re-orders, repairs, and adjustments (changes free of charge during the first year) can be arranged after that by mail. About the "Delineator," incidentally: it's not famous without good reason—the fit, the control, are so expert you're scarcely conscious you're wearing a brassière. Berlé: 26 W. 58th, N. Y. 19; and 4 Rue de Berryer, Paris 8.

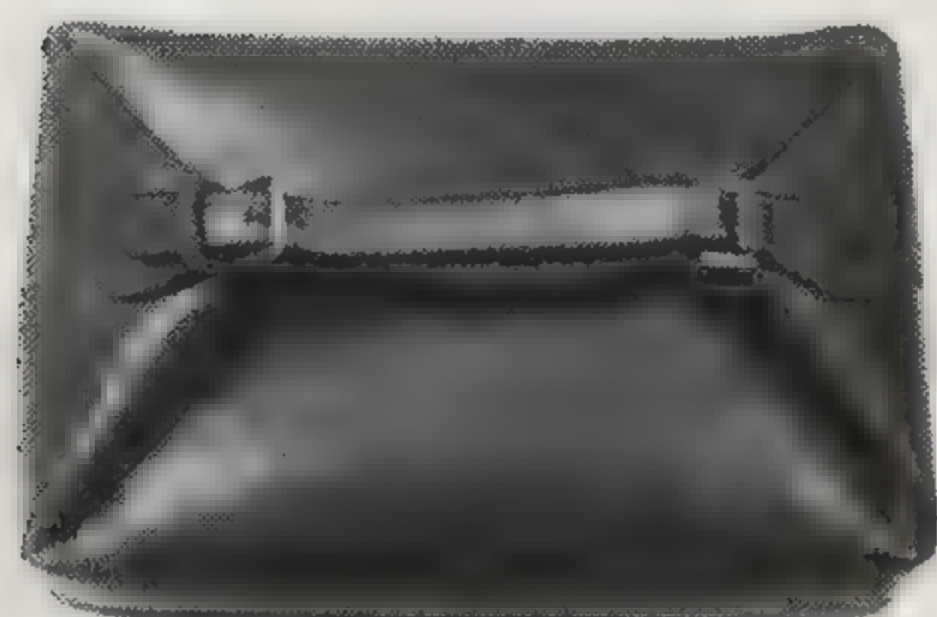
...a shop in every port



10



11



12

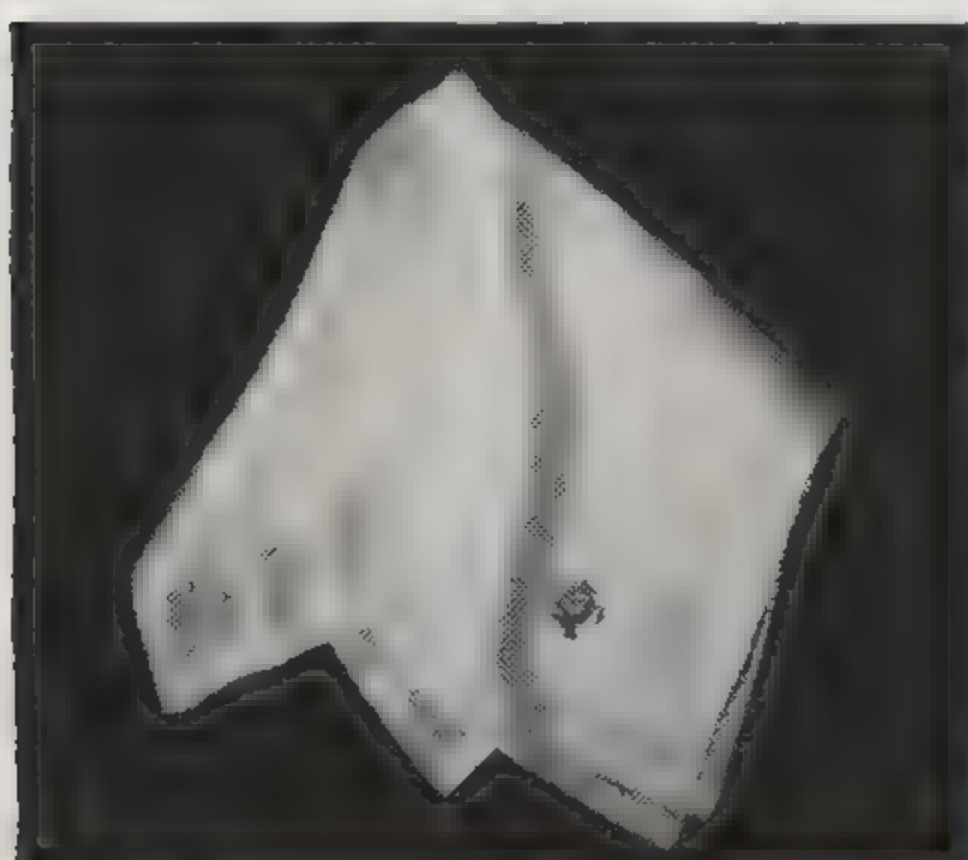


13

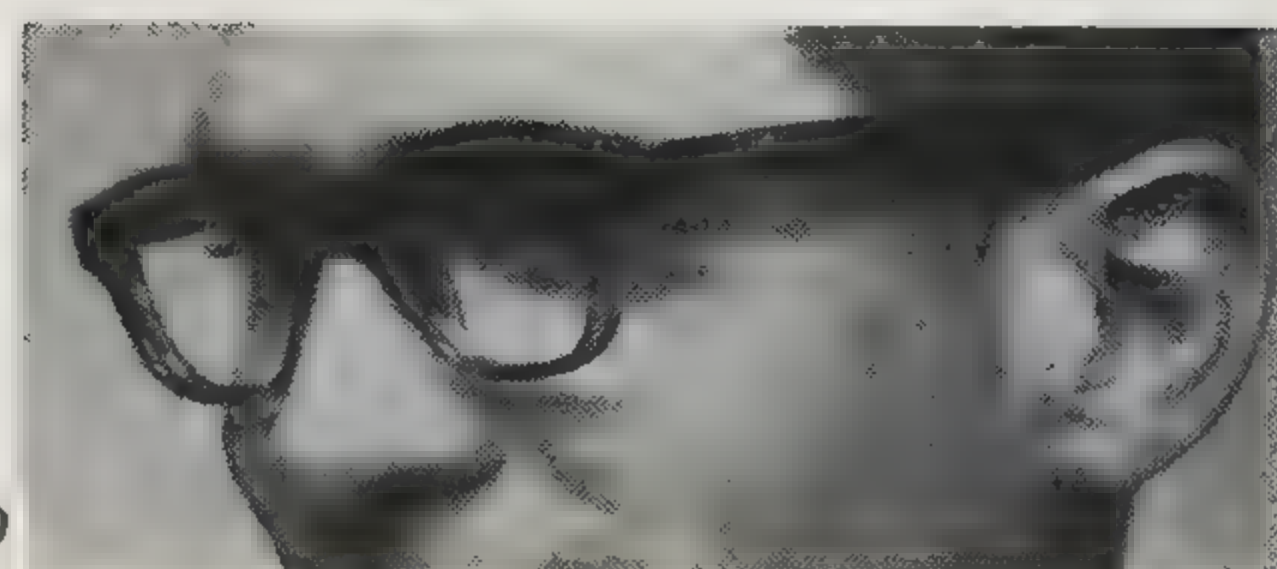


MEIHLMANN

14



15



9

Now, international shopping for men.

9. *French point of view*: glasses with protective frames.

These extend just slightly over the lens—prevent scratching and breaking. Mahogany, black, or tortoise plastic. \$15; prescription lens, additional. Belz Opticians, 2 E. 44th St., N. Y. 17.

10. *British tour guide*: a map case that holds a mileage measurer (in miles and kilometres), a thick drawing pencil for marking routes, a small pen and pencil. It folds up to glove-compartment size: 10" by 4½". Luggage-brown leather. \$12.50. Dale Fifth Avenue, 719 5th Ave., N. Y. 19.

11. *Highland sling*: tartan shoes, rope-soled, for a man to wear—where comfort and casual good looks are wanted. These are duck-lined. Robertson (red); Macbeth (blue); Hunting Stuart (green); Buchanan (yellow). Sizes 7 to 14. \$4.95. Scottish Products, 24 East 60th Street, New York 22.

12. *An Italian leather case*: a toiletry case for travellers: international, cross-country, or week end. It's lined with oiled silk, has a zipper closing, an adjustable strap for a carrying handle. \$18 plus tax. Gucci, 7 E. 58th St., N. Y. 13.

13. *Carved in Denmark*: for carving here. The handles are teakwood; blade and fork, stainless steel. New shorter blade makes cutting sure and easy. \$18.50 plus tax. Bonniers, 605 Madison Ave., N. Y. 22.

14. *Swiss sports shirt*: striped—navy blue and white; wine and grey; black and yellow; brown and beige. Raglan sleeves make it excellent for golf. Medium, large, extra large. \$16.50. A. Sulka & Company, 661 Fifth Avenue, New York 17.

15. *Crested Irish linen*: 1,600 ways. Handkerchiefs from a shop that has *that* many Irish, Welsh, English, and Scottish crests on hand. And a research staff to trace any others of those countries. Each, \$2.50. De Moleyns of Dublin, 59 East 54th Street, New York 22.

A little mink goes a long way, when it's this clever clutch cape by Hessel. Artfully planned to go everywhere in good taste. True mink glamour at a modest price. For over 40 years Hessel Furs have meant perfect fit...superb quality...master workmanship...complete satisfaction. Discover Hessel Fur values yourself!

Clutch Cape as illustrated:

IN NATURAL RANCH MINK \$450*
IN NATURAL ROYAL PASTEL MINK \$550*

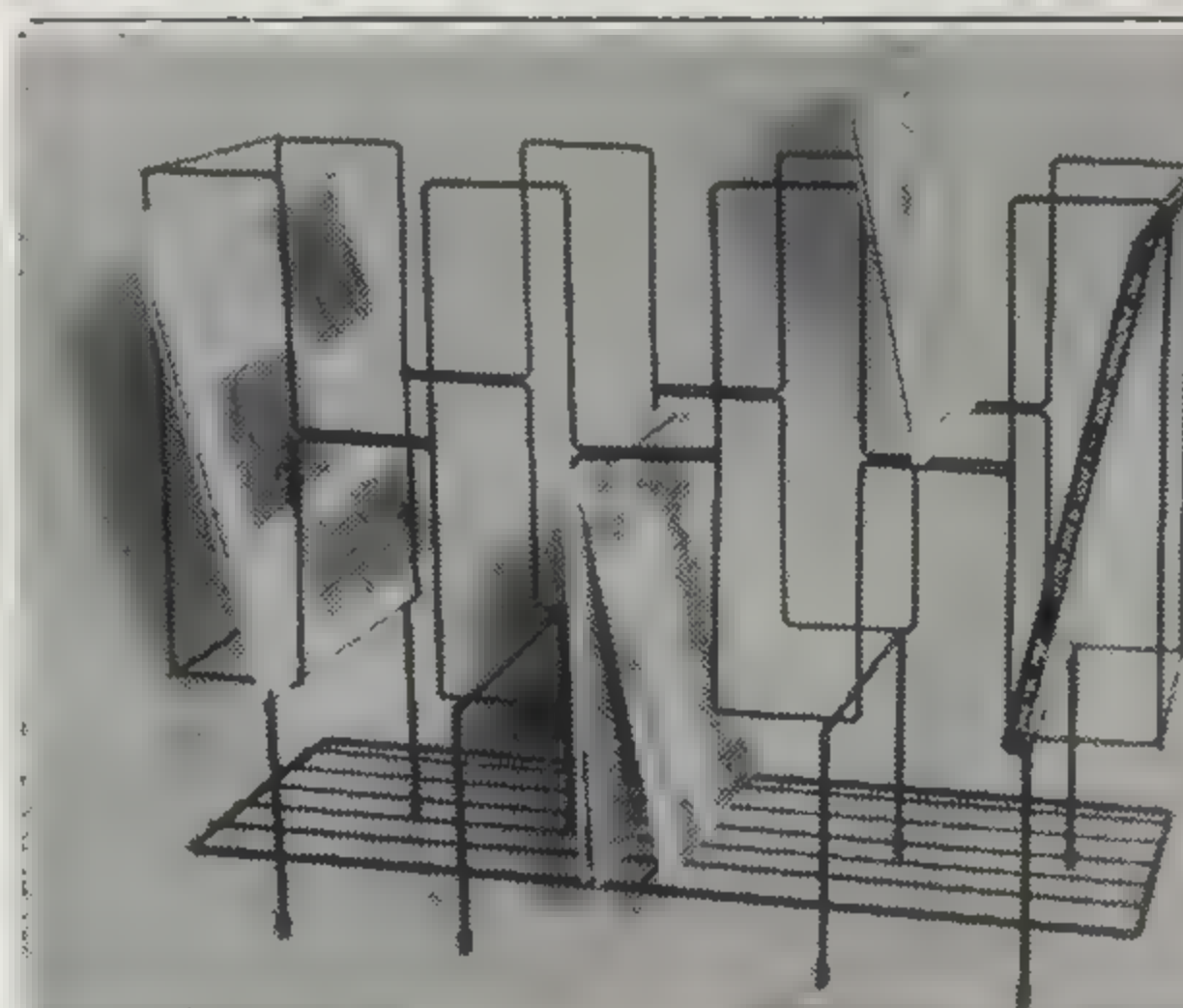
Complete selection of finest custom-designed capes, coats, stoles, scarfs and jackets. Unconditional, 10-day money-back guarantee on all Hessel furs. *Plus 10% Fed. Ex. Tax

MORRIS HESSEL, Inc.
231 W. 29th Street, N. Y. C.
Floor 12A LO 4-7670
Open Daily & Sat., 9 to 6; Thurs. till 8. Free Parking at 238 W. 29th.



Hessel Furs

Write for our new Spring Fur Fashion Brochure.



WROUGHT IRON RECORD RACK

Holds 200 long-play records. Also accommodates 78 RPM albums. Black finish with rubber tips to protect your furniture. Size 19½" high, 25" long, 9½" deep. Sturdy construction. Ten separate sections allow for ideal storage of music by style, composer, artist. Several racks may be placed side by side to form a complete library of records. Please remit with order. Satisfaction Guaranteed or Money Refunded. Shipped Express Collect. **\$9.95**

LESLIE CREATIONS
2116 Robbins St., Dept. 210A, Phila. 49, Pa.

"TROTTEUR"

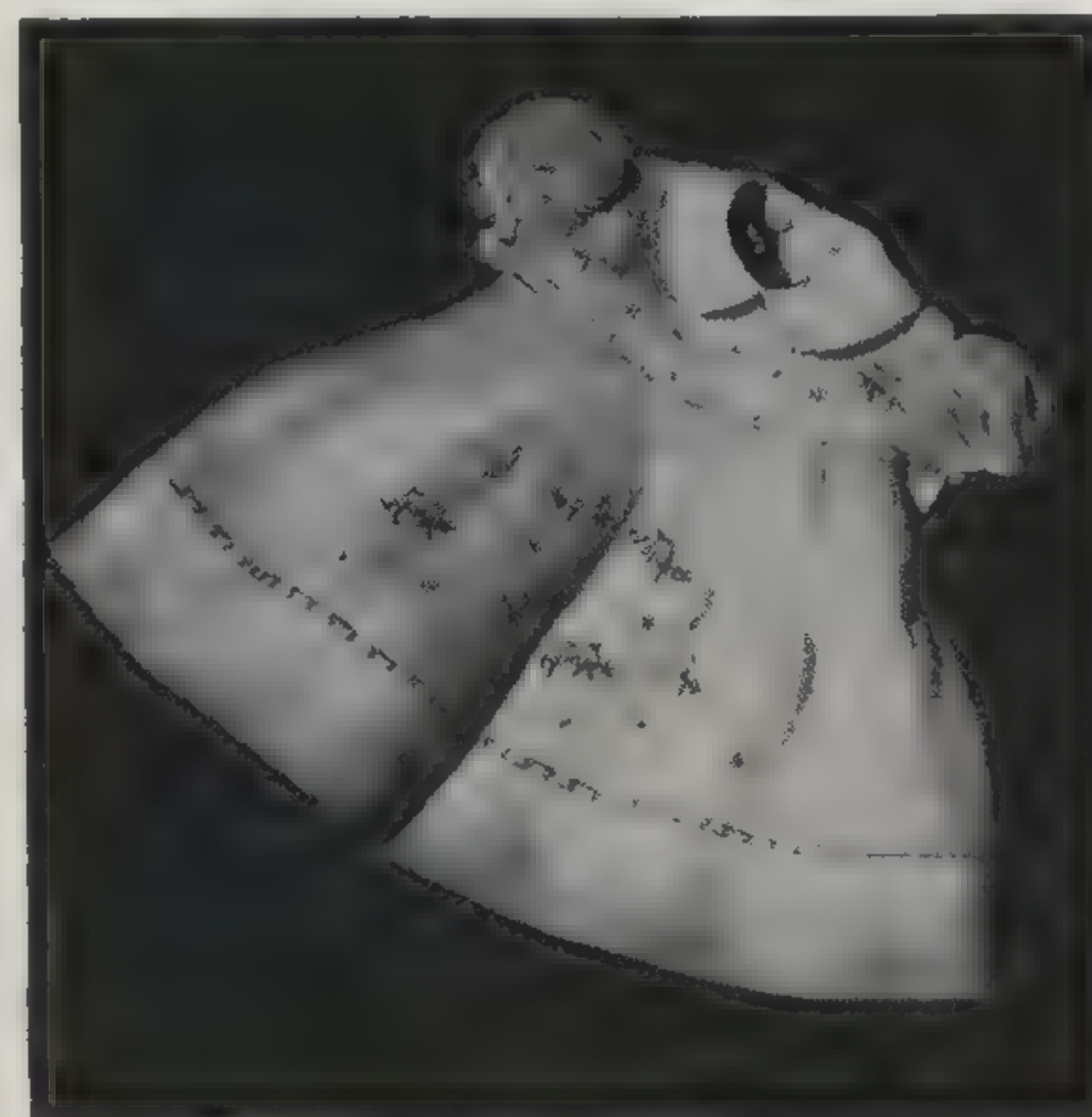
Hand Lasted Custom Made

Genuine Lizard, in Black, Brown, Red, Grey and Blue...	
Genuine Ostrich, Tan	\$24.95
Genuine Alligator, Black or Brown.....	\$29.95
Calf Skin, in Blond, Red, Grey, Brown, Blue and Black	\$18.95
Suede, Black	\$16.95

Send Check or Money Order
Add 35c for Postage.

MAYFAIR LTD.
526 Madison Ave.
New York City, N. Y.

When quality is important..



This lovely "Blue Bird" dress hand embroidered in Beauvais white lawn pastel shades—from 6 mos. to 3 yrs. **\$35.50**

Other models as low as....**\$18.50**

Booklet on request Sorry no C.O.D.

THE PARIS HOUSE
OF HAUTE COUTURE FOR CHILDREN
MARCELLE JULIEN INC.
698 MADISON AVENUE NEW YORK

Avoid frown lines...

Use the beauty secret of Glamorous Women

Hollywood WINGS

The first step in makeup is to get rid of Frown-Lines and Wrinkles. Place HOLLYWOOD WINGS over the offending lines when you retire—you'll be amazed at the results...made of flesh colored fabric treated to adhere over offending lines.

Theatrical Size Box \$1.00 plus .10 Del. Chg.

WINGS PRODUCTS CO. Trenton 8, New Jersey





HELP SOFTEN and BEAUTIFY ALL TELLTALE LINES WITH CREME DE-KAR-MONE HORMONE CREAM

Create a lovely, youthful glow with Creme De-Kar-Mone. This amazing, rich cream helps to defy wrinkles and helps to beautify those delicate tissues around the eyes, throat, chin, nose, brow and hands. The natural estrogenic hormones can come to the rescue of aging, drying skin. Look radiantly younger in as little as 30 days or your money will be refunded. Creme De-Kar-Mone is \$10 for 2 ounces (trial size is \$5.50 for 1 ounce). For younger women, use Creme Hormonique, \$3.50 for 2 ounces. All plus 10% Federal tax. A mail order exclusive from De Kama, Inc., 1401-71 W. 8th St., Los Angeles 17, California.



✓ NEW ✓ EXCITING
✓ DIFFERENT

Evelyn Lee's Long-Lash

The eyelash make-up that will not smear, smudge or flake.

Stays on for days

Order the handy \$2.00 tube
(Plus 20c Federal Tax)
direct from

Evelyn Lee, Inc.

315 McDonough Boulevard, S. E.
ATLANTA, GEORGIA

Satisfaction Guaranteed

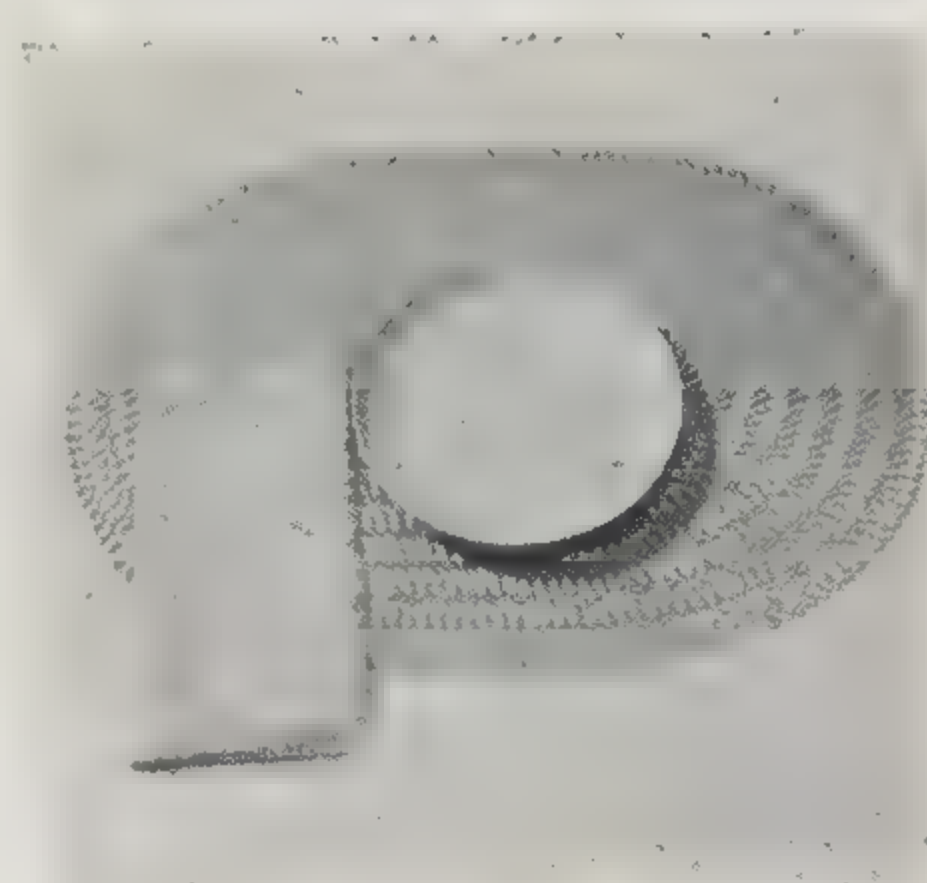


SHOP HOUND

... a shop in every port



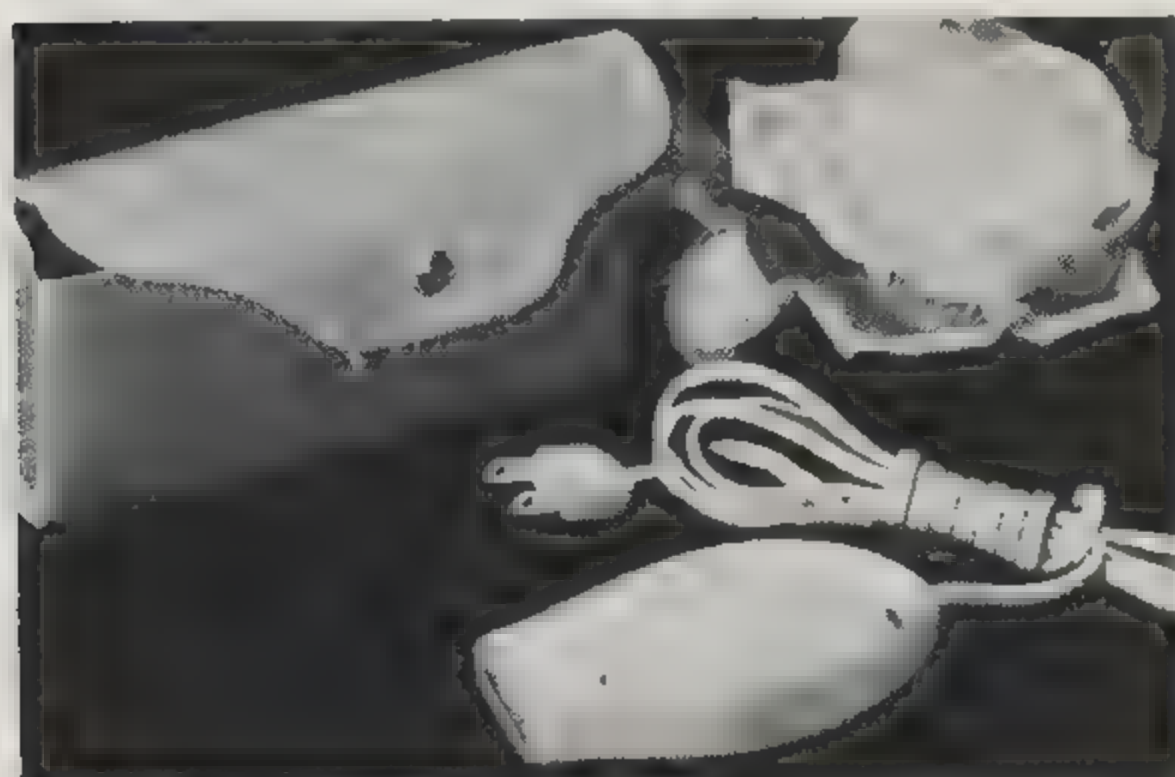
Brazilian rose quartz:
big, baroque nuggets,
polished and handsome on an 18-K
gold-plated link bracelet.
In the colours of: amethyst,
topaz, or aventurin (that's
like jade) ... to wear with pale
linens. \$15 postpaid, tax
included. From Leeway,
505 Fifth Avenue, New York 17.



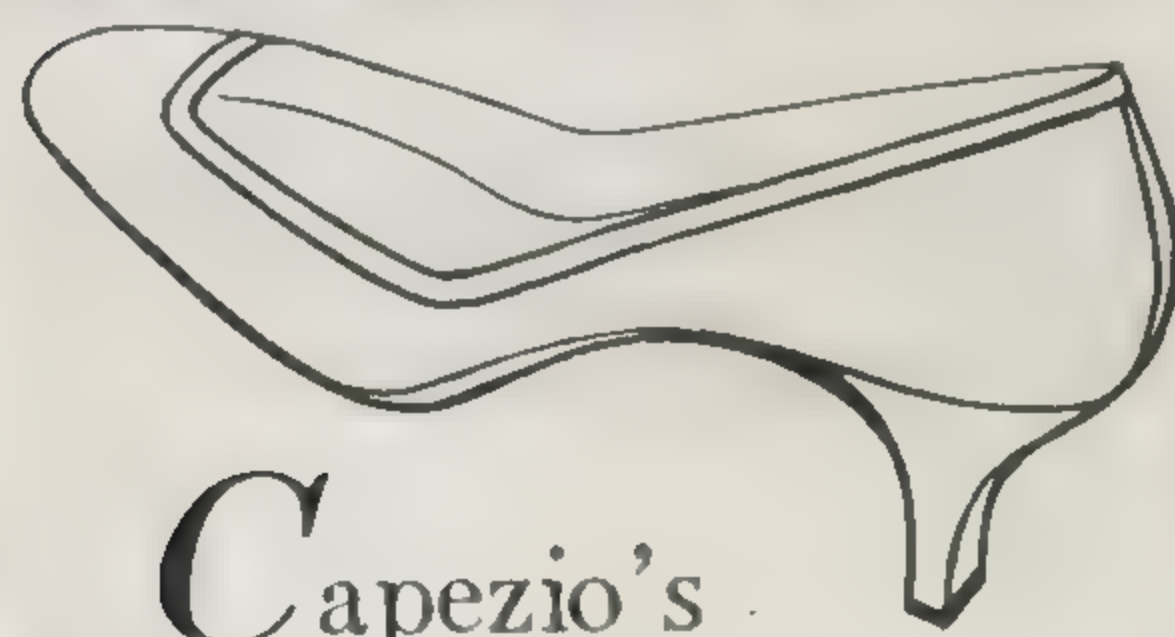
Swiss setting: for luncheon
in the country—these imported
crocheted straw place mats
with matching 17" fringed linen
napkins. Both in pastel colours:
pink, gold, white, turquoise.
Also, mauve mats with grey napkins.
They're all washable. \$27.50
for a set of 8. Bournefield,
660 Fifth Ave., New York 20.

MIHLMANN

NEW! Ladies' Electric Razor in Lovely Pastels, \$3.95



Smarter than ever! Our famous ladies' electric razor now in three beautiful pastel colors: petal pink, powder blue or cameo ivory. Legs and underarms stay satin-smooth longer. Quick, easy, powerful AC. Attractively boxed, including leatherette travel case. Only \$3.95, ppd., money-back guarantee. Write your color choice: pink, blue or ivory, with check or M.O. Available only from Mrs. Fields Shopping Service, Dept. V3B, 237 Huguenot St., New Rochelle, N.Y.



Capezio's lavender mood

Lavender and other prime pump colors: pink, moss green, red, navy, black, white kid; black patent; navy suede; with self heel, collar. Rice grey kid with moonstone grey kid collar, heel. Panama kid with fawn kid collar, heel. White linen; white satin; white, navy, black shantung; without collar. All with 2-in. sliver heel. Sizes 3 to 11, \$12.95. Add 25c postage. Send for new F.B.S. catalog.

French Boot Shop

V-3, 541 Main Street, New Rochelle, N. Y.



For Women Who Want SMOOTH, LOVELY SHOULDERS

Stop bra straps cutting into tender shoulders, grooving unsightly creases! Mary Jane Bra-Keeps ease the tension, erase old creases, keep bra and slip straps from slipping. Wafer thin, no snaps, fasteners or tell-tale bulges. In pink, white or black. Mary Jane Bra-Keeps are only \$1.00 per pair, or 3 for \$2.85, postpaid. Your money back if not completely satisfied. Shannon Mfg. Co., Dept. V-35, 426 S. Spring St., Los Angeles 13, Calif.

LOOK

ENJOY
BEAUTY WITH
JANIES!

New patented JANIES help control gravity, prevent feet from sliding, correct ugliness by holding feet neatly centered within confines of shoes!

ENJOY COMFORT WITH JANIES! New JANIES provide the cushioned "feel" of platforms in single-sole shoes; help prevent slipping heels; toes protruding in open shoes; hurting in closed shoes, etc.!



ENJOY ECONOMY WITH JANIES! New improved JANIES are effective in all shoes, all heel heights. JANIES will double the useful life of your shoes, saving you ten times their cost!

JANIES are only \$1.25 a pair, plus 25c handling, or 4 pairs for \$5.00. In Grey, Black, Brown, Red, White or Navy. STATE SHOE SIZES AND COLORS WANTED.

MONEY-BACK GUARANTEE!

NEW SERVICE: BROKEN HEELS duplicated and replaced. Any color, any height, any thickness—\$3.95. Rhinestone heels furnished and affixed—\$14.95.

SEND SHOES AND PAYMENT ... returned postpaid!

JANIES

1865V University Ave., N. Y. 53, N. Y.

A heavenly inspiration
to check
perspiration



double action

CHECKS AND DEODORIZES PERSPIRATION

Gentle as a breeze... dependable as the stars, fabric-safe Ever-Dry assures 24-hour protection.

CREAM OR LIQUID
29c 59c \$1.00
PLUS TAX



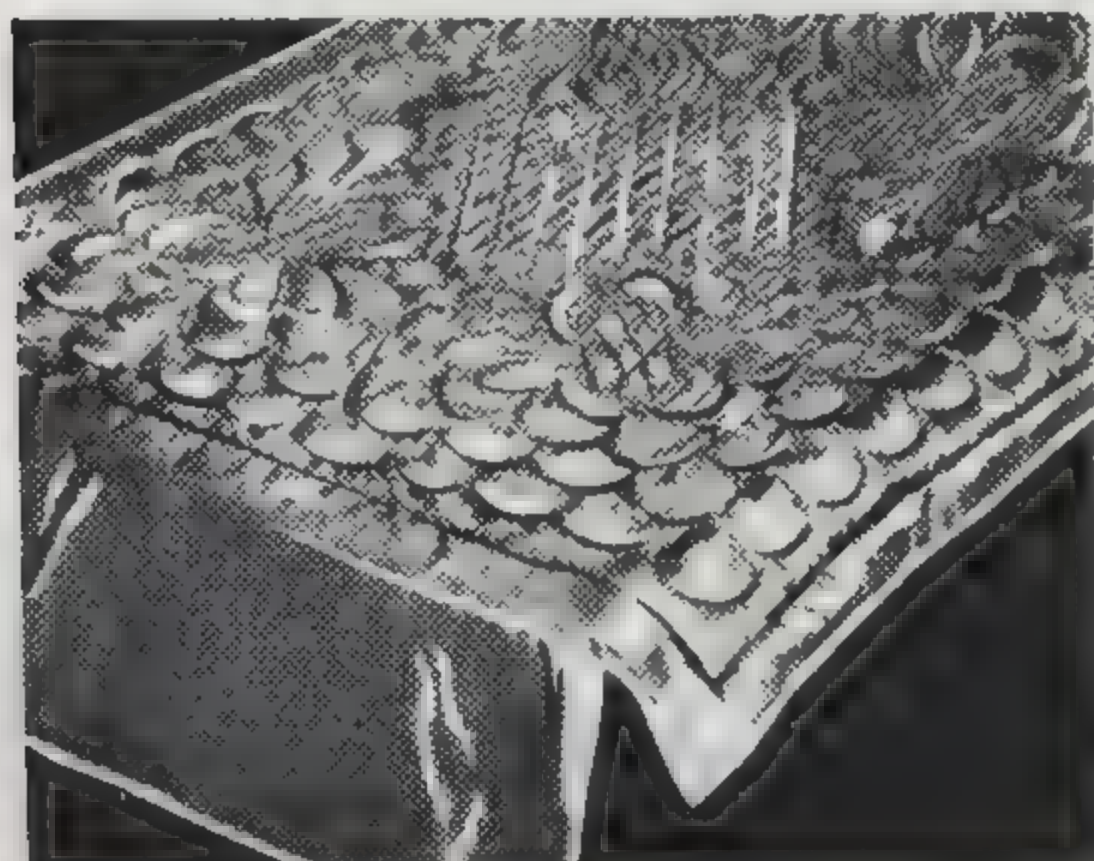
SPECIAL OFFER! Your 1955 Horoscope Date Book by world-famous astrologian Carroll Righter. Send 25c and your birthdate to: EVER-DRY, 2582 San Fernando Rd., Los Angeles 65, Calif.

comforters and pillows recovered

GUARANTEED by our SEAL of SATISFACTION

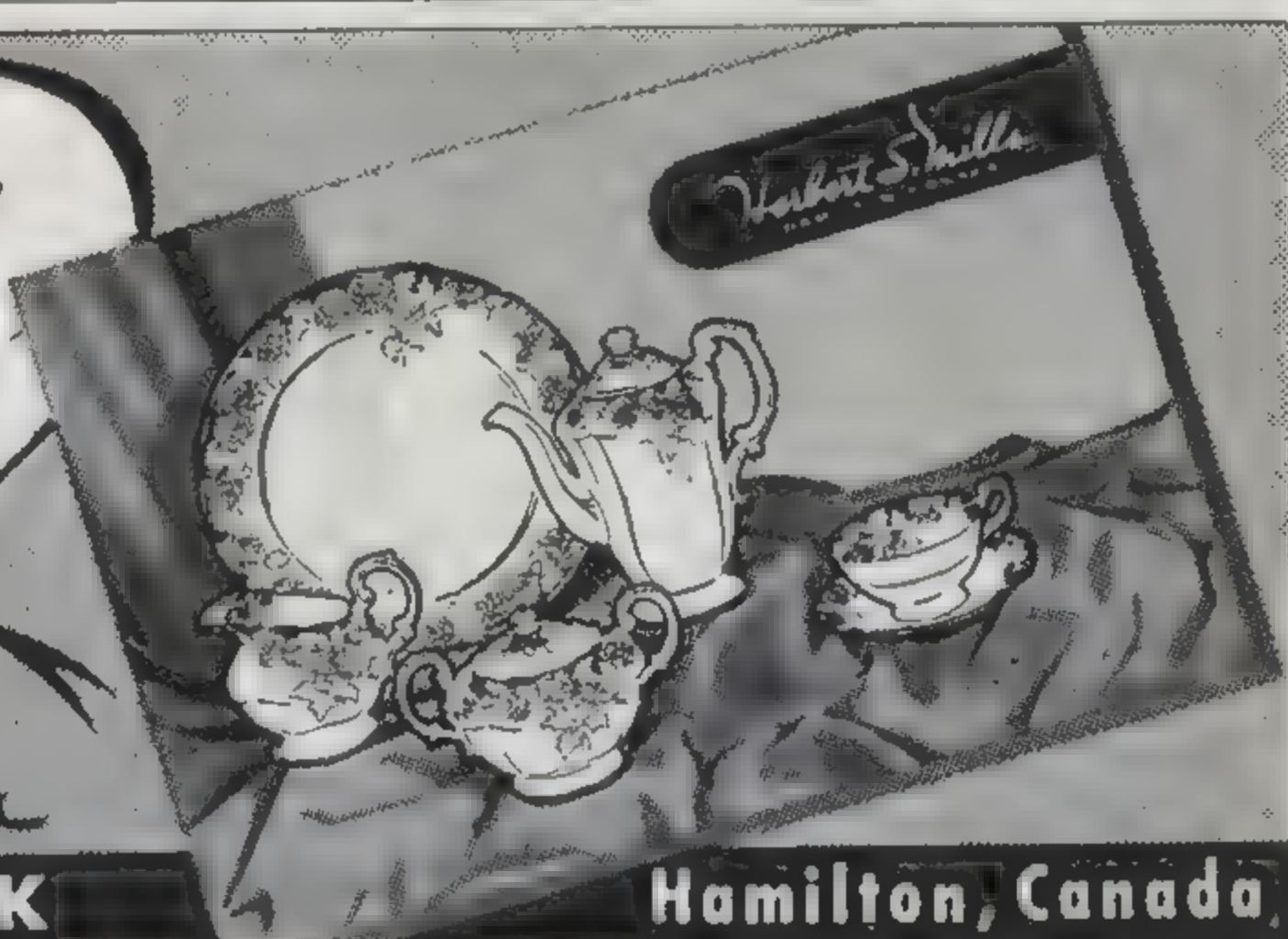
- Individually re-conditioned and sterilized by modern factory methods.
 - Beautifully recovered in decorator fabrics.
 - Tuck-in flaps to hold comforter securely.
 - Low prices—compare and save.
 - Plastic Storage Bag included FREE.
- SPECIAL!!! ELECTRIC QUILTS RECOVERED**
Write for samples of exquisite down-proof satins, taffetas and sateens in decorator colors.
Write for Free Samples & Booklet V

H.G. ORIGINALS
104 W. 29 St., N. Y. 1, N. Y.



Dinnerware
Booklet
FREE!

Herbert S. Mills
GORE PARK



Hamilton, Canada

Escape to native freedom in a **sarong**



Painting of Native Girl in a Pareu



DRESS BY ZITA



the patented girdle

with the criss-cross front

sarong

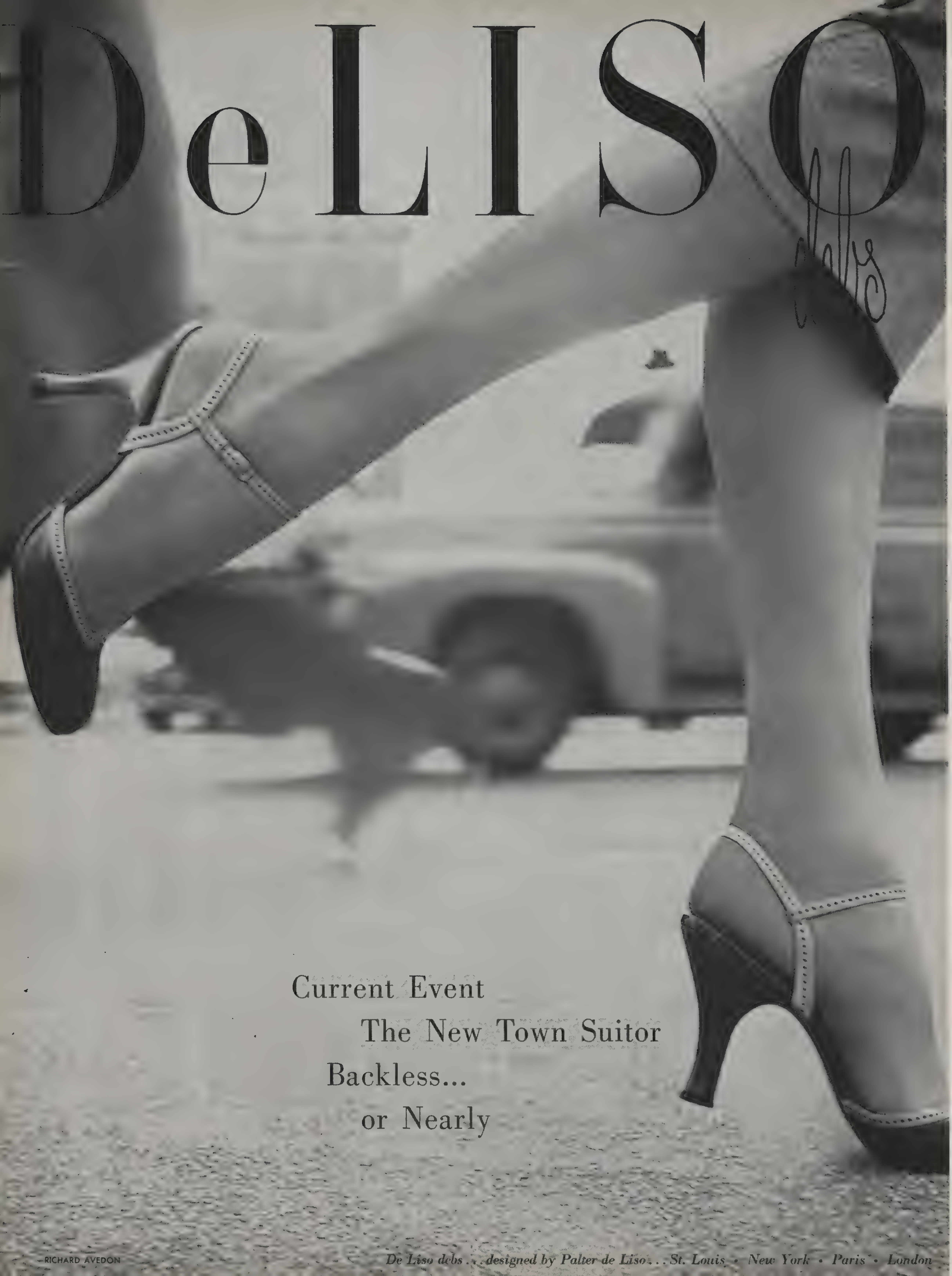
the criss-cross girdle that walks and won't ride up

Minus bones and restricting influence, Sarong's unique criss-cross front is deliberately biased in your favor . . . smooths your tummy to a mere nothing . . . refuses to slip or slide out of place . . . keeps you free whether you walk, stand or sit. Sarong's contoured back and sides whittle your hips and thighs to fashion's slenderness.

Light-as-air Sarong keeps you *breath-less*, beautiful and comfortable. From waist length to corselette, zippers and pull-ons, there's a perfect Sarong designed especially for you. Sizes 24 to 40. \$7.95 to \$18.50. Sarong Jr. for the teenage and Junior figures. Girdle \$5.95, Panty Girdle* \$6.95. Small, medium and large.



SARONG, INC. 200 MADISON AVENUE, NEW YORK 16, N. Y. • IN CANADA: SARONG GIRDLES BY DOMINION CORSET CO., LTD. • TM REGISTRATION WORD SARONG NO. 853826 • GIRDLE PATENT NO. 2445322 *PATENT APPLIED FOR



De LISO

debs

Current Event

The New Town Suitor

Backless...

or Nearly

AMERICAN VOGUE

Editorial and Advertising Offices:
420 LEXINGTON AVE., NEW YORK 17, N. Y.
TELEPHONE—LEXINGTON 2-7500

Editor-in-Chief:

JESSICA DAVES

Art Director:

ALEXANDER LIBERMAN

Senior Editors:

ALLENE TALMEY, *Feature Editor*
PRISCILLA PECK, *Art Editor*
MARGARET CASE
CAROL PHILLIPS

Fashion Editors:

NICOLAS DE GUNZBURG
CATHERINE McMANUS
BABS SIMPSON
KATHRYNE HAYS
MARGARET INGERSOLL
SHEILA KILGORE
DESPINA MESSINESI
GRACE MIRABELLA, *Shop Hound*
SUSAN TRAIN, *Paris*

Executive Editor:

MILDRED MORTON

Beauty Editor:

EVELYN HAYNES

Copy Editor:

ELLEN McCOOLE

Feature Associates:

ROSEMARY BLACKMON
LYDIA McCLEAN

Hostess Editor:

ALISON BISGOOD

Contributing Editors:

MILLICENT FENWICK
THOMAS W. PHIPPS
MAB WILSON

Copy Executive:

JEANNE BALLOT

Layout:

MARCEL GUILLAUME
JACK MOGNAZ
G. WOODFORD PRATT

Merchandising Service Editor

Chicago: CONSTANCE WEBER

Men's Merchandising Editor:

ARTHUR TODD

Business Manager:

C. B. VAN TASSEL

Advertising Manager:

WILLIAM C. STOWELL

Sales Manager:

HAROLD HOLTZ

BRITISH VOGUE

37 GOLDEN SQUARE, LONDON W. 1
Editor: AUDREY WITHERS
Managing Director: HARRY W. YOXALL

FRENCH VOGUE

4 PLACE DU PALAIS BOURBON, PARIS 7
Editorial Director: MICHEL DE BRUNHOFF
Editor: EDMONDE CHARLES-ROUX
Ass't to Publisher: HENRY BERTRAND

VOGUE IS PUBLISHED BY THE CONDÉ NAST PUBLICATIONS INC.

EDNA WOOLMAN CHASE, *Editor Emeritus*
I. S. V.-PATCÉVITCH, *President*
FRANK F. SOULE, *Vice Pres. and Adv. Dir.*
BENJAMIN BOGIN, *Vice Pres. and Treasurer*
MARY E. CAMPBELL, *Secretary*
PERRY L. RUSTON, *Business Mgr.*

COPYRIGHT 1955, THE CONDE NAST PUBLICATIONS INC., THE ENTIRE CONTENTS OF VOGUE INCORPORATING VANITY FAIR—TEXT AND ILLUSTRATIONS—ARE PROTECTED BY COPYRIGHT IN THE UNITED STATES AND COUNTRIES SIGNATORY TO THE BERN CONVENTION AND THE PAN AMERICAN CONVENTION. ALL RIGHTS RESERVED. TITLE VOGUE INCORPORATING VANITY FAIR REGISTERED IN U.S. PATENT OFFICE. VOGUE IS PUBLISHED SEMI-MONTHLY EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY, AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC. (ALSO PUBLISHERS OF BRITISH VOGUE, FRENCH VOGUE, HOUSE & GARDEN, BRITISH HOUSE & GARDEN, FRENCH HOUSE & GARDEN, GLAMOUR, VOGUE PATTERN BOOK.) EDITORIAL AND ADVERTISING OFFICES: 420 LEXINGTON AVENUE, NEW YORK 17, N.Y. EXECUTIVE AND PUBLISHING OFFICES: GREENWICH, CONN. SUBSCRIPTIONS \$7.50 A YEAR, \$12 FOR TWO YEARS, \$17 FOR THREE YEARS, PAYABLE IN ADVANCE, TO POINTS OUTSIDE CANADA, U.S.A., AND POSSESSIONS, \$15 PER YEAR, SINGLE COPIES FIFTY CENTS IN U.S. AND CANADA, \$1 ALL OTHER COUNTRIES. FOUR WEEKS ARE REQUIRED FOR CHANGE OF ADDRESS. IN ORDERING A CHANGE, WRITE TO VOGUE, GREENWICH, CONN.; GIVE BOTH NEW AND OLD ADDRESS AS PRINTED ON LAST WRAPPER.

VOGUE

INCORPORATING
VANITY FAIR

There are three Vogues: American, French, British

I. S. V.-PATCÉVITCH, *Publisher*



RAWLINGS

COVER: *Valid fashion anywhere on the fashion-globe, the shirt dress. And the American news about it is: it's a costume, it's a polka-dot silk print, it involves red. The dotted navy-blue dress and dot-lined cashmere sweater, about \$175. By Clare Potter. Saks Fifth Ave.; Hutzler's; L. S. Ayres; Neiman-Marcus. Ballibuntl hat (by Christian Dior-New York); Hattie Carnegie jewellery; doeskin gloves by Superb: at Saks Fifth Ave. Lipstick: "Champagne," by Frances Denney.*

MARCH 15, 1955

INTERNATIONAL FASHIONS

- 67 Vogue's eye view of international fashion:
fine communications system
- 68-69 The fashion, throughout the fashion world
- 68-77 Paris collections, second report
- 78-83 English collections; the Mansion House party
- 84-87 Italian collections, their new young look
- 88-89 Irish collections, Sybil Connolly's own system
- 90-93 Three fashion envoys from abroad:
The Countess of Quintanilla,
Señora Maria Marta Santamarina,
Madame Stavros Niarchos
- 124-127 Sweaters from France, England, Italy, America—worn
by the Duchess of Fezensac, Lady Arabella Stuart,
Countess Umberto Ratazzi,
the Misses Evelyn and Patricia Bates,
Mrs. John Kennedy, and Mrs. Michael Canfield
- 132-136 Fashions from the whole fashion world—
ready in shops in the U.S.A.

AMERICAN FASHIONS

- 92 The narrow lace evening dress, American cut
- 102-103 U.S.A. suits, international fashion inspection
- 104-105 The navy-blue satin dinner suit
- 106-107 Pearly chiffon: for a long string of evenings
- 108-109 Wonderful new form for lace: the white ball dress
- 120-121 Fine American day-looks: pointed out with red
- 122-123 Jacket-and-skirt news: blouses very much in print
- 128-129 Flying tweeds: made from Vogue Patterns
- 130-131 Children's cotton story in pink and red

PEOPLE ARE TALKING ABOUT...

- 94-97 ... in New York
- 98-99 ... in London
- 99-100 ... in Rome
- 100-101 ... in Paris

FEATURES • ARTICLES • PEOPLE

- 95 Lynn Fontanne, unretouched
- 96 Her Imperial Majesty, the Empress of Iran
- 112-115 Paris: A day in the life of Madame Heugel
- 116-117 London: A day in the life of Mrs. Legge
- 118-119 New York: A day in the life of Mrs. Bliss
- 131 "Books for Children." By Bess Porter Adams
- 146 Recipes from French Riviera restaurants

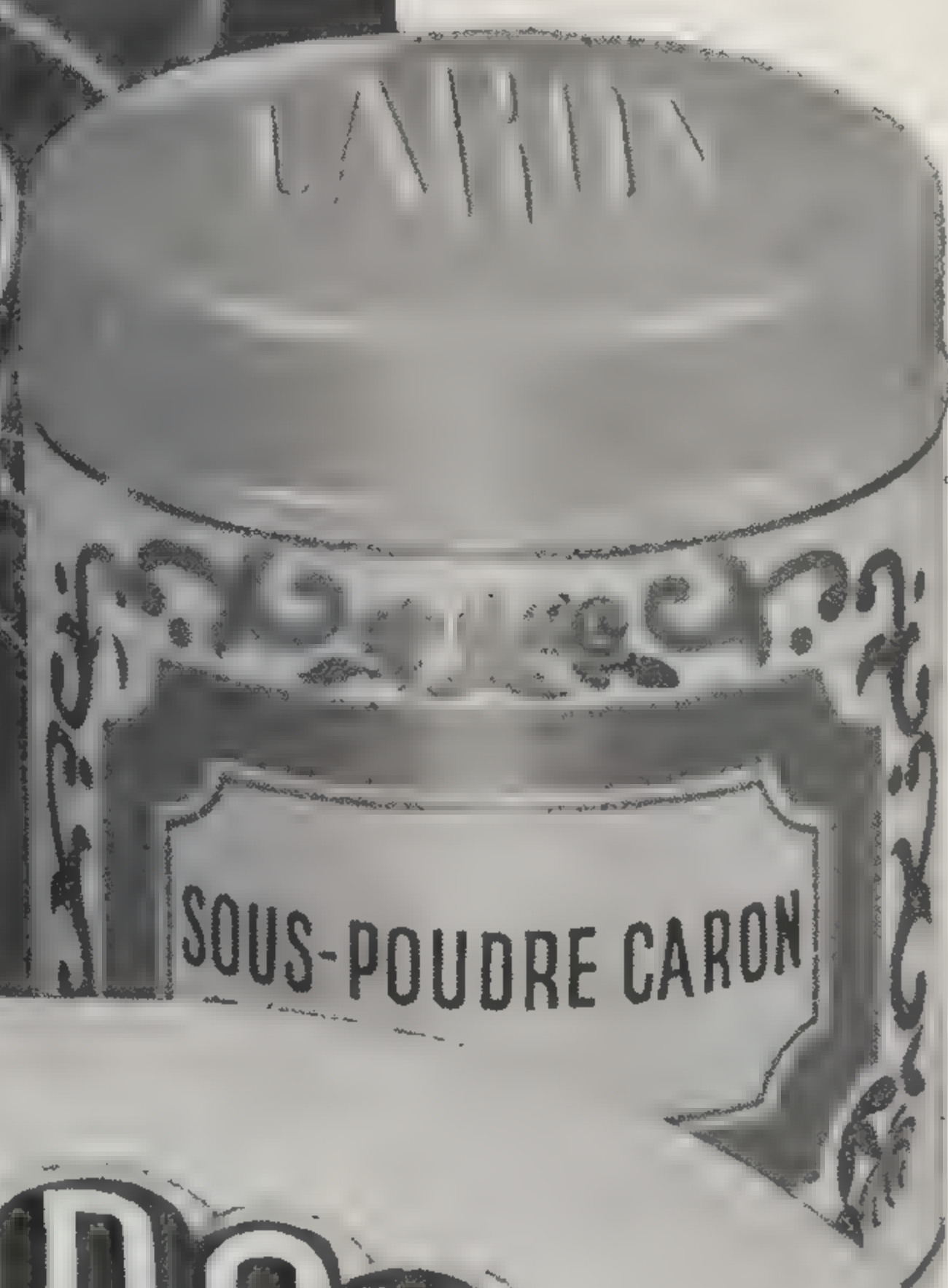
BEAUTY

- 52, 140, 148 Discoveries in beauty
- 110-111 Peasant diet, richly endowed. By Evelyn Haynes

DEPARTMENTS

- 58 Vogue's School and Camp Directory
- 60-62 Shop Hound

The Chambre Syndicale de la Couture has requested that all publications showing Paris models from this collection publish the following line, to apply to all models shown: "Copyrighted model—reproduction forbidden." Of course, this does not apply to shops and makers who have bought the original models.



la poudre

PEAU FRAICHE

la sous-poudre

CREME DE CARON

le démaquillant

CREME DE CARON

CARON

© Caron, 1955



Vogue's eye view of international fashion:

fine

communications

system

The flags are out—the ships are in (landing above, the S. S. “America”). For this month they’re carrying most of the contents of this issue of Vogue: fashions from the whole fashion-world, for the U.S.A. There are new ideas aboard from all the recognized coutures, the French, Italian, Irish, English, Spanish; and news, too, from countries where fashions are just beginning to bud: Belgium and Israel, Germany and Canada, Austria and Mexico. Clearly, so far as 1955 wardrobes go, there’s a world of fashion to choose from. But this is also clear: that one of the finest systems of international communication is the fashion system. It’s fast, effective, and it works a wonder (other fields of ideas, please copy). Between countries which interchange fashion-ideas freely, the circulation’s always friendly—in a fine state of health.



The fashion, throughout the fashion world

This is it: Paris is the proof of it. For the international fashion never quite jells until Paris is heard from—the French couturiers do more than create news themselves; by the authority of their design, the perfection of their workmanship, they powerfully affirm new silhouettes and new uses of colour and fabric. And now that the 1955 Paris reports are in (this issue contains Vogue's second; the first appeared March 1), the fashions that have an international fashion-significance are clear: and here they are.

If it's a question of a suit: the newest suit has a tunic jacket, often has a dress under it instead of a separate skirt. The sure-fire suit is lightly waisted and long in the jacket—the length cut away at the front, perhaps, for a new nuance. The suit that curves to the figure is good, if its jacket is long. (Skirt-lengths? So well proportioned they're just not noticed for length or lack of it.) And Glen plaids are suit-news everywhere.

So are the naturals: natural alpaca, linen, tweed, shantung. So are fawns, and greys, and the new coppery-brown. If it's a question of a coat—it's a question of a dress. In every couture, the smartest coats belong to the dresses underneath. There are tailored redingotes over overblouse dresses; tunic coats, not quite reaching the hems of high-waisted dresses; cape coats—these sometimes short and caping suit-jackets. And whatever the coat, the shoulders are meagre, the sleeves non-insistent. The newest dress in any couture is in Paris—a simple, straight chemise tunic, of natural linen, worn over a straight natural linen skirt. For evening: slenderness, full-length, is the 1955 answer to most fashion-questions. Look for slender sheaths (London calls them “slinks”) in white satin, polka-dot surah, black lace, black chiffon. In white organdie, everything's news—especially the famous “A”-line dress, slanting from the apex of a slender bodice to the base, a wide-spread skirt. Short evening? Coloured velveteen and taffeta coats over misty prints—one good new Paris look to look for (in Italy, the colour of the coat might be green). Colour that's one of the smartest answers to any 1955 costume question, brown—coppery brown for day, misty brown evening prints, and new brown accents; on page 75, the surprise of brown suède accessories with a white lace evening dress.

P A R I S: The big change at Balenciaga — tunic suits

Suit-fashion that may waft itself into fashion-countries everywhere, the new Balenciaga tunic silhouette. His first thoroughgoing change in the suit since the unwaisted jacket (and look what happened to *that*), it's a change for the taller and slimmer—the tunic so long and so slender it's almost an overdress, the fabric more flexible than Balenciaga's been using: grey jersey.

KAREN RADKAI



PARIS

International fashion-fact
for 1955: the unwaisted suit
is a classic suit-shape now

Facing page: How Dior's new Norfolk-jacket suit appears to the eye—as a nice, easy turn of fashion, most uncontroversial, most desirable. And what this means is this: now the suit with the scarcely fitted jacket is established fashion, a classic form of the tailleur. Notice how Dior achieves his new variation on it—the Norfolk line—without the use of the traditional Norfolk belt. In grey tweed, in America at Marshall Field; Frederick & Nelson. (The Courbet in the photograph—once controversial, but now an acknowledged masterpiece—is from the magnificent exhibition that has Parisians flocking to the Petit Palais.)
This page: The Balenciaga suit-silhouette that came as a bombshell in 1951—now, in its 1955 form, the gentlest of fashions, the most wearable of suits. (How fashion times change!) In grey wool with a roomy white piqué collar. In America, at I. Magnin; Morgan's of Canada.
Both pages: shoes designed by Delman-Dior.



PARIS



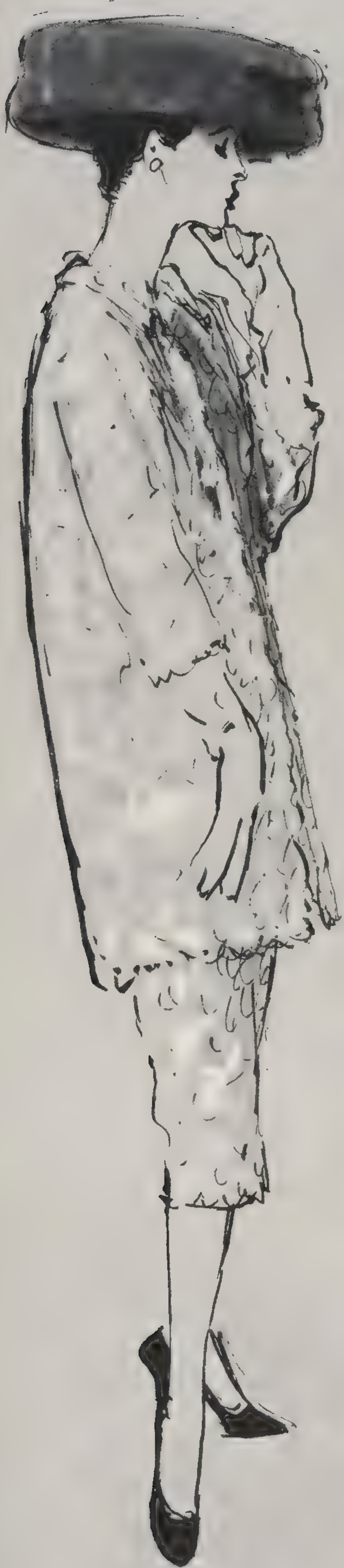
The long length of French jackets:
suit-news all over the fashion world



Facing page: Dior's new tunic—a jacket so long it acts like a coat: accompanies a dress, not a skirt. Supple, moulded simply from meagre shoulders, it's a wonderful example of self-controlled line. There's plenty of ease inside, but that doesn't affect the fashion-composure. Costume, in fawn alpaca, in America at I. Magnin. The shoes: by Delman-Dior. *Above:* The Givenchy long-jacket—a young coat, really, of wide-wale corduroy in sandstone beige. He shows this over a dress in a paler beige. Back-set hat, also Givenchy: in America at Carson Pirie Scott. *Left:* The blazer inches longer and miles easier—news from the Fath collection, in grey and white wool stripes. Many of the jackets at Fath are groomed as shown here: with starched white collars, neat bone buttons, black neckties. Suit, sailor hat, in America at Macy's.

KAREN RADKAI





PARIS



KAREN RADKAI

Evening beauty in any language: lace suits, white organdie coats, coif hats

Facing page: Dior's "A" line for evening—written with a beautiful flourish: a dress of white lace that streams from a slender bodice to a wide sweep of skirt. To cross the "A," a white ribbon Empire belt. To coat it, tiers of white organdie on the bias, with (not shown in this sketch) a carelessly tied brown suède belt. Dior crescent cap, also brown suède. Costume, in America at Wanamaker's, Philadelphia; I. Magnin. *Left:* The champagne at Balenciaga—for dinner, a lace suit that's cut with his famously casual elegance. Slender sheath; slender little coat; dramatic hat, big as a hatbox (black tulle). Costume, in America at Wanamaker's, Phila.; I. Magnin. *Above:* One of the prettiest hats in Paris—this black satin Fath pillbox, that coifs the woman's hair with organdie petals. Here: Hattie Carnegie; Marshall Field.



*
5

PARIS



Some of the world's freshest
hat-news: flowery crescents,
caps, coifs, and ribbon curls

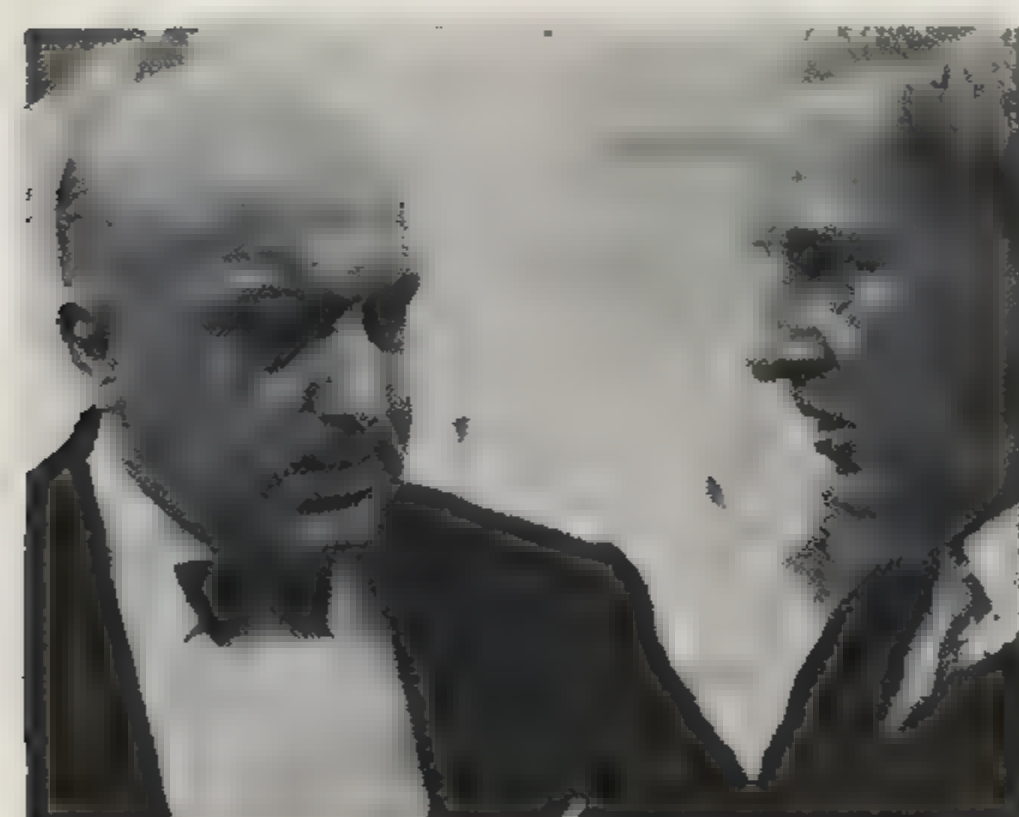
Facing page: The curl on the forehead, curling from a lengthwise turban of taffeta ribbon—black, white, blue, with a rhinestone pin. For late-day, from the Fath collection. Here, at Bergdorf Goodman; Carson Pirie Scott. *Directly above:* Givenchy's huckleberry patch—a little chignon cap for evening, of green huckleberry leaves and a few white blossoms. In America: Marshall Field. *Above, left:* Hat in the ascendant at Dior—the crescent; here, with the curve at the back, in its most gala form. It's made entirely of pink and red striped carnations. *Left, centre:* Balenciaga's famous perennial—his rose-growing pillbox, here for day or late-day in white with blue veiling, a side rose. In America: Marshall Field. *Left, below:* One of the Paris naturals—natural straw is everywhere in the collections. And lilies of the valley seem to grow very naturally on this natural straw hat of Dior's—peep out of the interstices in the straw. In America: Bergdorf Goodman; Marshall Field; I. Magnin.



L O N D O N



H.R.H. the Duchess of Gloucester (centre).
Left, Lady Pamela Berry;
right, Mrs. Peter Thorneycroft.



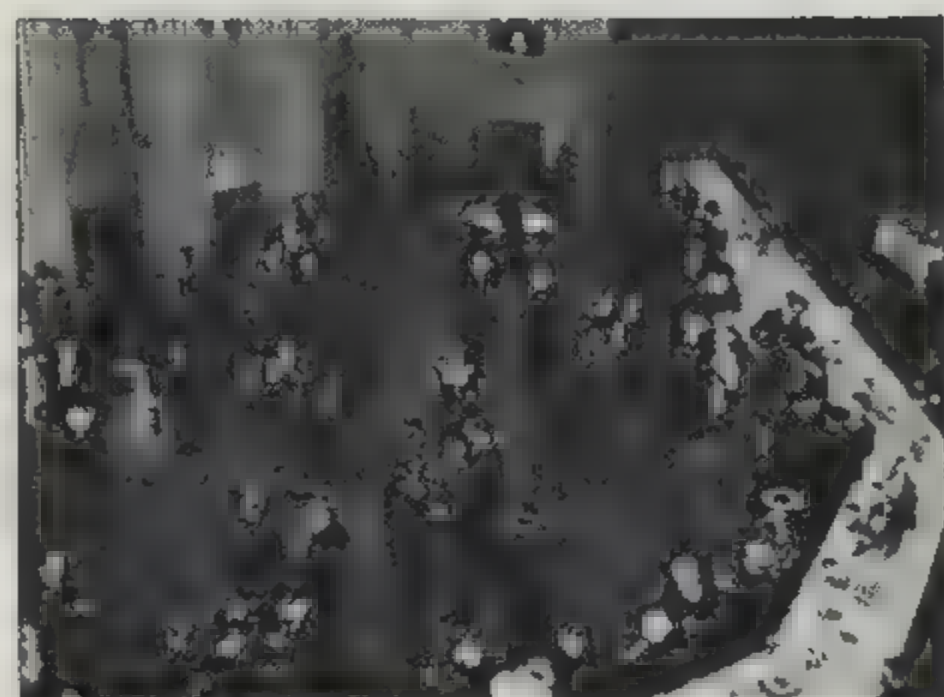
American Ambassador Winthrop Aldrich (right)
and the Lord Chancellor, Lord Kilmuir.



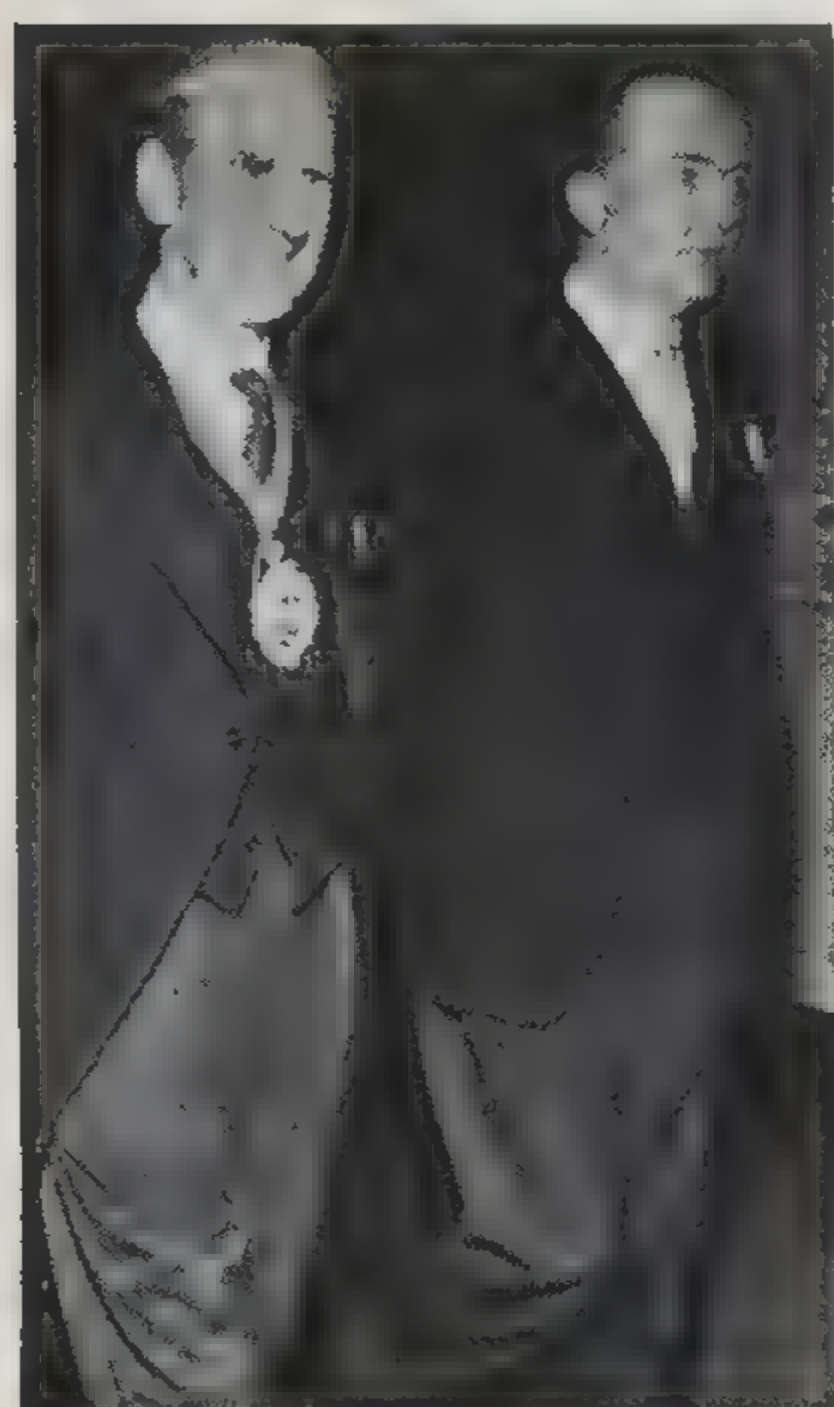
Mrs. Winthrop Aldrich
and Mr. Douglas Fairbanks



Ambassador Aldrich;
Mr. John Foster, Q.C., M.P.;
and Mrs. Ghislaine Alexander.



The buffet
in the Egyptian Hall



The Lord Mayor—
Sir Seymour Howard—
and the Rt. Hon.
Mr. Peter Thorneycroft.



Mrs. Peter Thorneycroft, left;
H.R.H. the Duchess of Gloucester;
and Mr. I.S.V.-Patcévitch,
president of Condé Nast Publications.

Fashions with transatlantic interest—celebrated at the Lord Mayor's Mansion House

It's not exactly standard practice for the Lord Mayor of London to ask strangers to "drop in" at the Mansion House—his formidable, beautiful residence, complete with Mace and Sword of State, giant crystal chandeliers, arrays of gold plate—and an Egyptian Hall vast enough to give a city-dweller agoraphobia. But that is just what he did this year and for the first time—to celebrate the fine spring flowering of the British couture. He opened house, to welcome publishers, editors, and buyers from abroad. Lady Pamela Berry, the president of the Incorporated Society of London Fashion Designers, was hostess, and H.R.H. the Duchess of Gloucester was guest of honour. The reception was held during the spring showings; and here and on the next five pages, we show the top news, some of it photographed (a never-before event) inside the Mansion House. 1955 London fashion exports to America? Lighter colours, lighter tweeds, softer lines, stronger fashion—and the familiar, fine workmanship. Good examples of what was being celebrated (and why) at the Lord Mayor's party, these next five pages.

Facing page: Standing before the Mansion House (you see what we mean by size?), a long-bodied evening dress. The bodice, fern-green satin, the skirt, white organdie, full, but barely gathered, appliquéd with marguerites. By Victor Stiebel, in fabrics by Jacqmar. In America, at Macy's; I. Magnin.

NORMAN PARKINSON



LONDON



Facing page: At the Mansion House again, this time before the Dining Throne used by the Lord Mayor when he dines in state (notice the Mace and Sword of State)—a suit from the Digby Morton collection. The suppleness, in a sugar-dusted pink: the jacket, merely thumbbed-in at the waist, with an open neckline that's rimmed with grosgrain. The fabric involved, a wool-and-linen mixture by Rodier.

Left, above: News from Norman Hartnell—the use of brown, here with black: a jacket of black and brown stripes (a Rodier velours) buttoned over a slim dress of black wool crêpe.

Left, below: The London silhouette that's been labelled most-prophetic: John Cavanagh's super-slim lithe line—he calls it "The Slink." Here for day in navy-blue Jacqmar wool, with a roll-back piqué collar. I. Magnin.

Right, above: The jacket of this new Michael suit—a hacking jacket that's striped and sailor-collared. Of cedar-green tweed. In America: I. Magnin.

Right, below: Charles Creed's new Norfolk-jacket suit of beige and white Linton tweed with stitched-to-show pockets, the traditional tabbed backpleat, wooden buttons. Creed shows this with a brown linen blouse.





NORMAN PARKINSON



LONDON

Also making the transatlantic fashion-trip to America: these two coats from the London collections, both wonderfully white, newly shaped, both at home in American summers, cityside or seaside. *Facing page:* For the summery nights in town or all summer in the resorts, Ronald Paterson's parasol coat of white Irish linen, circled with sustaining tucks that help it keep its nice new figure. The collar and cuffs: thick-rib wool knit, nice and roll-y and round. Copies of this coat, by Zelinka-Matlick, are due in April at Lord & Taylor; Wanamaker's, Phila. *This page:* Hardy Amies' new snow tweed, lightweight, pure white. The shape: a sleek shaft, buttoned to a new low and tied, unexpectedly, softly, at the throat with a fringed scarf. Amies shows this with a lightly fitted suit to match. The coat only—in America at I. Magnin.



ITALY

WANDA GAWRONSKA





A natural for America:
the young look that's
in 1955 Italian fashion

What's happened in Italian day fashion since last year: everyone's grown years younger. The new Italian line has hit on the kind of youthful freshness that's perfect for the young and smart (but in the case of the girlishly young might be overdoing things a bit). Found there: cardigan-jacketed suits that, for all their ease, don't disguise the figure for a minute. A few short-jacketed, full-skirted suits. Coats with shoulders as narrow as a child's, waistlines heightened. Beanie hats. Easygoing tweeds and the new plaid silk suiting. Prettiest late-day sight in the Italian collections: a sudden outburst of big ruched organ-die collars. For evening: figurine dresses; colourful coats. Other news there? The arrival in Rome of a new young designer, Sardinian by birth and by eye (see the next pages); the departure from Italy of the last Italian haircut. . . . *Facing page:* In plaid silk—that's international fashion news—suit with a strong intuition about the American woman's day needs. It's casual, young, long-bodied, easy-moving (America's been discovered by an Italian, all over again). Designed in Rome by Eleanora Garnett; ready in her New York shop. Background: one of Rome's great pieces of modern architecture, the new station (you spent an hour in it, if you saw the movie De Sica filmed there). *This page, left:* Grey wool coat from Simonetta; half of its youth, half of its charm—the loosely-fitted high waist, pocketed for emphasis. At I. Magnin. *This page, right:* Capucci's featherweight wool suit, one of Italy's new good-figure suits. In it: Loredana, Italy's most famous mannequin, now a designer at Capucci. Photographed with her here, her husband, Dottore Giorgio Pavone.

ITALY



Facing page: The work of a new pair of shears—an evening dress by Rome's newest designer, Umba. The only evening dress in his collection, it's directly autobiographical—a luxurious reflection of the local costumes of Sardinia, his island home. Here, in black chiffon pleats and black satin, with a décolletage that provides for a variety of evenings: bare but sleeved. In America, at I. Magnin. Roman apartment: that of the Duchess of Talleyrand-Périgord. *Above, left:* First Vogue view of the new Veneziani collar; the ruchings of this Milan designer are causing a great rustle abroad. This: black silk organdie pleated over white silk, on a late-day redingote of black faille. At Altman; Jordan Marsh; I. Magnin; Morgan's of Canada. Scene: Ponte Vecchio restaurant, Florence. *Above, right:* A Simonetta coat-that-could-be-a-trend: of green ottoman, for little evenings, with a deep, bow-tied collar, and a skirt that takes a surprising turn—a melon curve over the hips, and straightness from then on. Now in America, at I. Magnin. *Directly left:* Eleanora Garnett's big-evening dress of white organdie, silvered with embroidery, and coated with grey-blue satin. Like all of this Roman designer's clothes and jewellery, it's available in America by direct wire—her own shop in New York.

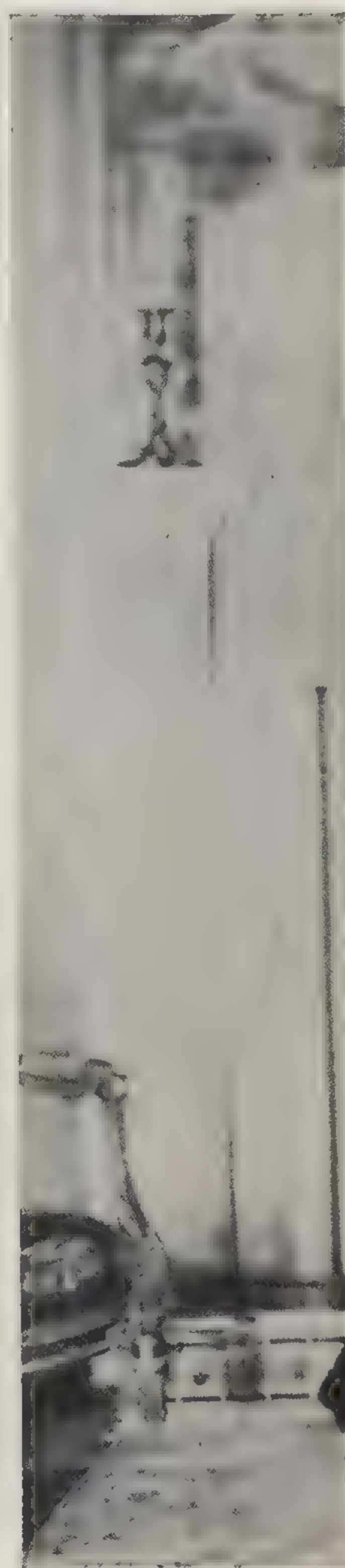
WANDA GAWRONSKA



DUBLIN



Maybe it's the Irishwoman in Sybil Connolly that made her set up a system different from any other couturier... whatever, this is how it works: she makes-to-order for the smart Irishwomen in the traditional way (deep-carpeted salon, hovering fitters); then, instead of selling models to America to be copied, she copies them in her own workroom and sends them here. Result: available originals, not copies, of her fresh-minded fashions in Irish fabrics. All these, photographed at Luttrellstown, the Honourable Mrs. Brinsley Plunket's castle near Dublin. *This page, left:* Sybil Connolly evening line—long, light, free: pleated white handkerchief linen, with Irish lace, velvet. Here: I. Magnin; Eaton's of Canada. *Below:* Her longer jacket line—roughish white *bainin*, just barely shaped. The dress, an unbelted sheath, peat brown, in the new spindrift tweed (light as foam). Costume, in America at Altman; Filene's; I. Magnin. *Directly right:* Free-falling coat of shirred sheer black Irish linen. The low-cut sheath: bands of heavy black Irish crochet. In America, at Altman; I. Magnin. *Far right, above:* Spindrift tweed again—a pinky-beige costume. Buttonless coat and narrow skirt; the blouse, bright pink linen. Here, at Altman; I. Magnin. *Far right, below:* Box pleats set low on a black linen dress; sleeveless white linen jacket. Here: I. Magnin.



News for America: long, free
lines in Irish fabrics—linen,
crochet, new spindrift tweed



HENRY CLARKE





SPAIN

*Fashion-envoy
extraordinary:*

THE COUNTESS
OF
QUINTANILLA

A dark, narrow-boned, American-born beauty, the Countess of Quintanilla lives in Madrid with her husband, three small sons. She entertains constantly, delightfully; dresses with flair and elegance from the Spanish couture—which, these days, is designing from an international rather than local point of view, but keeping (happily) its traditional sense of drama and beauty. Here, the Countess in dresses designed by Pedro Rodriguez. *Right:* A crystal-and-snow evening sheath—a long curve of rough white corded silk, banded to a V with white ermine. *Left:* A jewelled pastel—a dinner sheath of pink silk faille, embroidered with turquoise and *diamanté* beads, the décolletage high at the front. With it, a grey-blue satin coat with a great, wide, bullfighter's collar. Her satin slippers, satin-buckled and with hatpin heels, are by Cavero, who makes all her shoes.





HORST

From the Argentine: SEÑORA MARIA MARTA SANTAMARINA

Above: Señora Maria Márta Sanchez Elia de Santamarina is an Argentinian, known for her distinguished blond good looks, her pristine taste, her superb flair for entertaining. Now in New York, after a year in England, she poses in an evening dress—pink lace over white, a huge sash at the hip—designed by Irene. At Gunther Jaeckel.

From Greece: MADAME STAVROS S. NIARCHOS

Facing page: Madame Niarchos (born Eugenia Livanos) is unmistakably Greek: the perfectly drawn eyes, flawless profile, close-growing curls. She and her husband shuttle between France, England, America; love to sail in their schooner "Créole"; have a distinguished collection of paintings (latest acquisition: El Greco's "Pietà," now on loan to the Metropolitan). Here, she wears pale chiffon and her famous matched black pearl earrings.



People are talking about...in NEW YORK

PEOPLE ARE TALKING ABOUT... The effect of the Soviet switch, with Nikita S. Khrushchev as the stern power man, on both the Chinese Communist government and on the U.S. government... The undertow of interest in the public schools all over this country... "Hi-Q," a cross-jump game played with red pegs and one blue peg on a plastic board the size of a handkerchief—the objective to end up with a clear board and only the lonely blue in the centre... Victor Borge's happily cruel mimicry of Liberace at the piano, smiling with almost as many teeth as the keyboard.

PEOPLE ARE TALKING ABOUT... *The Desperate Hours*, the highest strung tension melo in a long time, with a knock-out cast skittering in fear and bravado when three jail-breakers terrorize a nice little family; the foursome who made it possible, Robert Montgomery, the director; Howard Bay whose set increases the excitement; Karl Malden as the father of the family; and finally Joseph Hayes, who has parlayed his novel into a movie, and now into a play with himself as co-producer... The numbing fascination of the latest Marquand book, *Sincerely, Willis Wayde*, with almost the same plot and characters as *Point of No Return* reshuffled, rewritten, and still hopelessly readable; it is all rather like one of those bad dreams in which you know exactly what is going to happen, but can't stop it from happening and can't, for the life of you, wake up.

PEOPLE ARE TALKING ABOUT... The straightforward beauty of the sculpture by Vagis, shown recently at the Iolas Gallery; the great noble heads, the carved pebbles, often with a woman's profile, the solid calm of the fish, fins only suggested, all with an implied reality... The joy with which Leontyne Price sang *Tosca* on NBC-TV's superb "Opera Theatre"... "Ginasta"... The effectiveness of the use of the Amish people in the musical, *Plain and Fancy*... Feliks Topolski's drawings, sharply squiggled, beautifully right for Arna Bontemps' book, *Lonesome Boy*, about a boy with a silver trumpet.

PEOPLE ARE TALKING ABOUT... The adroit acting, as seasoned as high-powered curry, by Jackie Gleason and Art Carney in the TV Saturday night serial, *The Honeymooners*... Moira Shearer in the English movie, *The Man Who Loved Redheads*, a title which gives away the whole plot but doesn't reveal how deliciously Miss Shearer dances the Charleston... The 49th volume in the series of Rivers of America, *The French Broad*.

LYNN FONTANNE — UNRETOUCHED (opposite). This new portrait of Miss Fontanne appears just as it came from the colour plate of photographer William Klein, without any airbrushing or retouching of any kind. (The lights used at the sitting were of the usual scalding brightness.) She wears her travelling costume—apricot velvet bordered with mink—from the last act of *Quadrille*, one of Cecil Beaton's costumes for this Noel Coward play in which she and her husband, Alfred Lunt, have been appearing in New York. In it, the British-born Miss Fontanne proved again that she is not only a great actress, but a great beauty. Her age, like that of most great beauties, is delicately, but impenetrably veiled in mystery. (*Who's Who* lists no date of birth for her at all; in other reference works, it appears as "circa 1887," or, with a note of bafflement, "1887?") This enigmatic situation probably amuses her, just as it must have amused her to hear the quickly-suppressed gasp of astonishment from the audience when, as the Marchioness of Heronden in *Quadrille*, she did a light-footed, gay little waltz alone on the stage. Or when, later on in the play, she swooped forward suddenly towards her friend Lady Harriet Ripley, asking, in the famous 'cello-like voice that is always exquisitely audible in the last row, "How do I look, Harriet? Tell me... can you see any crow's-feet, any wrinkles?" Harriet replied, "How absurd you are. Of course I can't." And the honest camera agrees.





People are talking about...in **NEW YORK** *continued*

PEOPLE ARE TALKING ABOUT... The Mindy Carson record, "The Fish." ... Paddy Chayefsky, the most brilliant of the TV dramatists who have remained with TV, steadily producing one-hour "playhouse" shows, except during his one short term in Hollywood to do the movie script of his own TV drama, *Marty*. ... The soft shine of memory, the loving humour, the bold full drawing of his family in S. N. Behrman's book, *The Worcester Account*.

PEOPLE ARE TALKING ABOUT... André Maurois's small book, *Alexandre Dumas*, a witty, fast biography of a witty, enormous writer whose son once said, "My father is a great child which I had when I was quite small." ... The Arthur Lehman Counseling Service, a nonprofit agency in New York where people who can afford ten dollars a visit can get high-calibre help with personal and family difficulties. ... *The Life of Anton Chekhov*, a Soviet documentary film, heavy with Communist clichés, but fascinatingly piecing together, from photographs, Chekhov's life at Yalta—one shows Tolstoy in his peasant blouse leaning on a wood table, set with two white cups and a teapot, across from Chekhov, sitting straight-backed and serene, looking towards the camera through his pince-nez; the whole moment seeming preserved forever in the orange-scented Crimean air.

PEOPLE ARE TALKING ABOUT... Escudero, the superb Spanish *flamenco* dancer, who gave his first great recital in 1921 in Paris, now dancing in this country again; the flinty accuracy of his *chispas*, the steel control of his finger tips, his young hands, and his ageless small feet, stamping a pianissimo like a cat coming in on a fog. ... The tremor in the music business over the high-riding popularity of the "rock and roll" songs, their insistent loud beat. ... The movie, *East of Eden*, absorbing until it slips apart at the end, but which gives scope both to James Dean, who slouches, graceful as a young beast (or as another Marlon Brando), and to Julie Harris, meagre as a small acorn, but somehow charming, mainly because the charm covers rage.

PEOPLE ARE TALKING ABOUT... The haywire song, "Oh, My Otomisan," the most popular juke-box record in Japan, where even the lyricist doesn't like it, "but the miserable thing has made me rich." ... The remarkable insight, the purity of style in Anne Morrow Lindbergh's *Gift from the Sea*, in which she wrote: "The 'veritable life' of our emotions and our relationships also is intermittent. When you love someone you do not love them all the time, in exactly the same way, from moment to moment. It is an impossibility. It is even a lie to pretend to. And yet this is exactly what most of us demand. We have so little faith in the ebb and flow of life, of love, of relationships. We leap at the flow of the tide and resist in terror its ebb. We are afraid it will never return. We insist on permanency, on duration, on continuity; when the only continuity possible, in life as in love, is in growth, in fluidity—in freedom, in the sense that the dancers are free, barely touching as they pass, but partners in the same pattern. The only real security is not in owning or possessing, not in demanding or expecting, not in hoping, even."

HER IMPERIAL MAJESTY, THE EMPRESS OF IRAN *opposite*

Green-eyed, with the languorous look of the women in leafy, vine-bordered Persian miniatures, Queen Soraya came recently with her husband, the Shah of Iran, for her first visit to the United States—a mixed voyage of pleasure and protocol. Half German, the twenty-one-year-old queen is the daughter of Iran's Minister to Bonn, a chief of the powerful Bakhtiari tribe of Western Iran, who went to Europe first as a student, there married a German girl. On her first visit to this country, his daughter travelled from New York to Washington to San Francisco, spent a few days in Hollywood, a week skiing at Sun Valley, a few days in Palm Beach, saw the night clubs of New York, the musical hits.

People are talking about...in

LONDON



Dorothy Tutin

PEOPLE ARE TALKING ABOUT... The London theatre which is now important for its handsome productions, the performances, and the pre-eminence of the designers. . . . Dorothy Tutin, the most interesting of the younger actresses, with a robin charm and a quick attack, who became a star in *The Living Room* and then an established darling in *I Am a Camera*; now she is rehearsing Jean Anouilh's Joan of Arc play, *The Lark*, lives on a moored houseboat on the Thames. . . . The Philharmonia Orchestra, England's best, and its conductor, Manoug Parikian, the brilliant Armenian violinist.



Francis Bacon

PEOPLE ARE TALKING ABOUT... Francis Bacon, an extraordinarily powerful painter who prefers sinister animals, popes, screaming figures, and shadowy grey people who have a life all their own. . . . The controversial revelations, with everyone yelling in a dignified way, "liar," of Richard Aldington's book, *Lawrence of Arabia*, with the truth difficult to hunt down in the layers of Lawrentian myth. . . . *The Midsummer Marriage*, the new Michael Tippett opera, with Adèle Leigh, a pretty soprano who was only narrowly saved from becoming a musical comedy star by turning down the lead in *Bless the Bride*, and continuing her studies with the great Maggie Teyte.



Eric Portman and Margaret Leighton

PEOPLE ARE TALKING ABOUT... The Terence Rattigan double bill, *Separate Tables*, which is both a riotous success and the best evening's serious entertainment by a living British dramatist; Margaret Leighton in the first play does an aging, good-looking ex-model, afraid of loneliness, old age, and poverty, changes in the second play to a neurotic, plain woman with rimless eyeglasses and an unbecoming walk.



Reg Butler sculpture

PEOPLE ARE TALKING ABOUT... The sculpture of Reg Butler, especially his long-legged girls, some of them freeing themselves from a shirt, all in some kind of movement completely unlike the breeze that blows Baroque draperies; he often likes to paint with dull gold his bronzes. . . . Katharine Hepburn and Robert Helpmann off to Australia to do three Shakespearean comedies. . . . The BBC radio and *The Goon Show*, a series of pure surrealist humour, entirely original and often brilliant, written alternately by Eric Sykes and a sharply funny madman, called Spike Milligan, who, with two others, acts such programs as a Ruritanian adventure, or a parody on the famous TV skit, "1984," which they called "1985." . . . *A Kid for Two Farthings*, the new Carol Reed colour film, written by Wolf Mankowitz, who has had a rocketing success by producing a mass of light, intelligent journalism for *Punch* and the *Evening Standard* while establishing himself, incidentally, as an international authority on Wedgwood.



Julian Slade

PEOPLE ARE TALKING ABOUT... Julian Slade, a modest, uncommunicative young actor, who wrote the music for *Salad Days*, a phenomenal success, possibly because London audiences are showing a new taste for naïve entertainment. . . . Queen Victoria's house, "Osborne," on the Isle of Wight, which will be open this spring as usual except that for the first time the room in which she died will be shown exactly as she left it, full of the most extraordinary Victorian furniture and mementos.



Diane Cilento



Mary Ure

PEOPLE ARE TALKING ABOUT... Diane Cilento, a pretty actress with green eyes, blond hair, and twice as much vitality as most English ingénues. . . . The distinguished book on England's Civil War, *The King's Peace*, by Veronica Wedgwood, who wrote part of it at the Institute of Advanced Studies in Princeton, New Jersey, where she had peace to organize her notes, usually written on little bits of paper. . . . Mary Ure, as the little milliner in the fragile play, *Time Remembered*, in which she crash-landed into success.



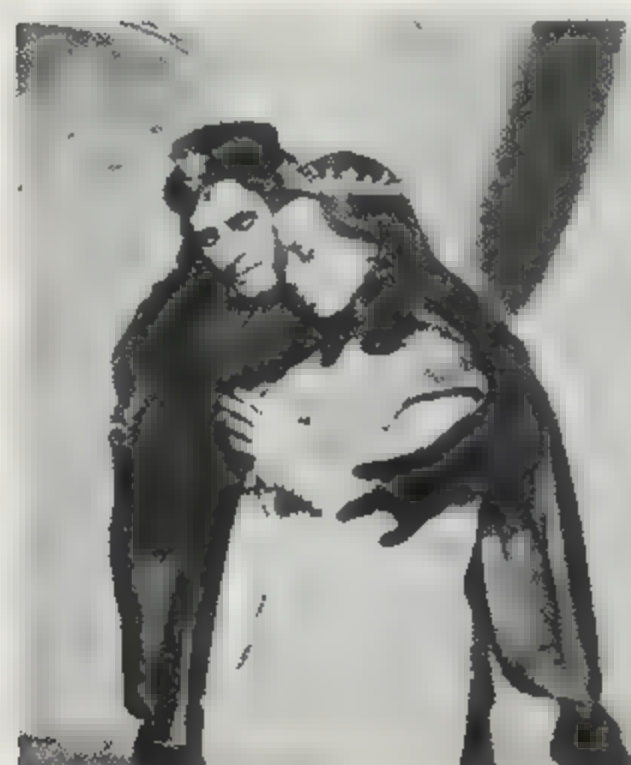
Jones drawing

PEOPLE ARE TALKING ABOUT... The spruce look of London, with a great deal of fresh paint around, and the night clubs, the hotels, and restaurants filled every night... David Jones, who recently had his first retrospective show at the Tate Gallery, as well as broadcasts of his long, difficult poem, *The Anathemata*, and a dramatization of his book, *In Parenthesis*; a critic called him a genius in a minor way... The number of Mambo records... The closing of Thurston's, where all the great international billiards matches took place; the emerald-green table on a coral carpet, the strong lights, the silent spectators, the coatless players.



Svetlana Beriosova

PEOPLE ARE TALKING ABOUT... The fantastic importance of TV with front-page personalities made out of such parlour-game performers as Lady Barnett and Lady Boyle... Svetlana Beriosova with her dramatic and extremely poetic face, who is becoming the most important young ballet dancer, particularly good in romantic, lyrical rôles... The sophisticated but primitive paintings of sixty-five-year-old Mrs. Lawson Dick, who has made a vast success of her charming paintings, all of food.



Olivier and Bloom

PEOPLE ARE TALKING ABOUT... The extraordinary movie rushes of Sir Laurence Olivier's production of *Richard III*, shot in colour in Spain, with a cast that includes Claire Bloom, Pamela Brown, Sir John Gielgud, Sir Ralph Richardson, and Sir Cedric Hardwicke... The rise of neighbourhood restaurants and especially La Popote in Walton Street, Chelsea, run by an Australian, Bill Staughton, who not only does his own buying but is also a superb cook... Peter Rice's cat costumes for Joan Greenwood in *The Moon and the Chimney*, a play about a cat that becomes a woman... Kaye Webb (married to the cartoonist Ronald Searle) who is editing a children's magazine, *The Young Elizabethan*, with such interesting material as a Christopher Fry poem which began: "I hope they never will abolish/The sort of swan called (oddly) Polish."



The Matchmaker

PEOPLE ARE TALKING ABOUT... The delight of Thornton Wilder's comedy, *The Matchmaker*, in which Ruth Gordon goes stuttering through beautifully in a red wig, and Eileen Herlie shows her talent for fun by playing a milliner charmingly with an Irish brogue, both actresses assisted by two amusing young men, Alec McCowen and Arthur Hill.

People are talking about... in

ROME

PEOPLE ARE TALKING ABOUT... The trend to fun-and-games-with-food in Trastevere, and a new crop of good *trattorie*: Al Chianti, where there's a waiter who mimics Anna Magnani while he takes your order; Prestidigiatore, where the proprietor makes watches vanish and reappear; Angiolino's, where the guitar player is also an impromptu poet; Necci and Turiddu al Mattatoio, where the diversion is more subdued.



Trattoria in Trastevere

PEOPLE ARE TALKING ABOUT... The traffic problem on the Via del Tritone, and the delirious failure of the new tunnel built beneath the street to minimize the risks of crossing on foot—enraged Romans, unused to this subterranean life, emerge often just where they went in, cross on the surface as usual... Sophia Loren, the newest of the curvy movie queens, who plays a pizza vendor in *L'Oro di Napoli*, De Sica's rich, pungent, slow-rolling movie... A rare streak of luck for Italy's perpetual diggers with the discovery at Tivoli of three perfect statues, copies executed under the Emperor Hadrian of a Phidias warrior and two wounded Amazons... The new fashion for living in Trastevere and the boom in remodelling its *palazzi*, with every landlord hoping *not* to find a "ruin" which might instantly cause the Historic Monuments Commission to halt construction.



Sophia Loren



Renato Castellani

PEOPLE ARE TALKING ABOUT... Renato Castellani, director of the movie *Romeo and Juliet*, whose new theatre production, *Twelfth Night*, is curiously un-Shakespearean, with its profusion of Walt Disney tricks and machinery.... The fondue with truffles at Il Passetto, another of those Roman restaurants with an ornery preference for neon lights.... The surprise of Vittorio Gassmann in the Roman stage hit, *Kean*, about the English tragedian, Edmund Kean; revised last year by Jean-Paul Sartre, it was written originally by Alexandre Dumas and triumphantly produced in 1836 with Frédérick Lemaître playing, all in one character, himself and Kean, both of them sublimely inventive, often a little drunk, and more than a little insane.



Vitaliano Brancati

PEOPLE ARE TALKING ABOUT... The sudden pleasure in American painting, especially the paintings by Carlyle Brown who has settled down on the Appian Way, and by Vera Stravinsky, whose more famous husband is Igor Stravinsky.... *Letters from Capri*, by Mario Soldati, who once studied at Columbia University, now has a reluctant resemblance to Groucho Marx, and who has sold this new book to an American publisher.



Maria Guarneri

PEOPLE ARE TALKING ABOUT... The young actress, Maria Guarneri, daughter of Antonio Guarneri, the conductor, who is making her début in a revival of Alfred de Musset's play, *Lorenzaccio*, written in 1834 when the dramatist lived with Georges Sand in Venice.... The rumour of scabrous reports about many of Italy's writers in the intimate journal (soon to be published) of the late Vitaliano Brancati, whose knack for wounding satire is alarmingly well known to his friends.... Francis Bacon, the English painter whose photograph is on page 98 and who came to Rome as to a land enticingly rich in inspiration but then, after announcing at the end of a week that its aggressive beauty crushed him, left immediately for the tonic ugliness of the public beach at Ostia.

People are talking about...in PARIS

PEOPLE ARE TALKING ABOUT... Robert Hirsch, the new golden boy of Paris, leaping, bouncing, capering gloriously all over the stage of the Théâtre-Français in *Les Amants Magnifiques*, a handsome re-do, all feathers and spangles, of a royal *divertissement* originally produced by Molière for Louis XIV in 1670.... Jean Renoir's return to movie-making with his next film, *French Cancan*, based on that same old red *Moulin*, with Edith Piaf, Patachou, and Philippe Clay singing the songs of the *belle époque*, Jean Gabin smouldering richly, and the new star, Françoise Arnoul, now the number-two box office draw in France; painstaking, deliberate, Renoir constantly changes the script, retakes as often as he likes, and when the directors despair, chews calmly on a piece of Gruyère cheese, retakes again.



Jean-Paul Roussillon,
Jacques Charron, Robert Hirsch

PEOPLE ARE TALKING ABOUT... The iron will of Herbert von Karajan, the brilliant Austrian conductor, now in the U.S. with the Berlin Philharmonic Orchestra; his friends say of him, "He is a musician not by profession but by obsession."... L'Impériale, a new night club on the first floor of Maxim's, blue-curtained, with green velvet walls, lots of impressive mahogany and crystal, and a remarkably good cellar.



Herbert von Karajan

PEOPLE ARE TALKING ABOUT... A new laurel for Simone de Beauvoir in the form of the Goncourt Prize, awarded usually to young unknown writers, but this year for some reason given to the new De Beauvoir novel, *Les Mandarins*, a 579-page dialogue with enough substance for several books—a political novel or two, a crude love story, and an existentialist reader—but perhaps, after all, a little exhausting.... The late success of Clara Haskil, an aging, fragile pianist whose career was interrupted by both the World Wars; unsmiling, timid, lost in complexes, she plays with a gentle, limpid tone lighted unexpectedly by flashes of great strength.



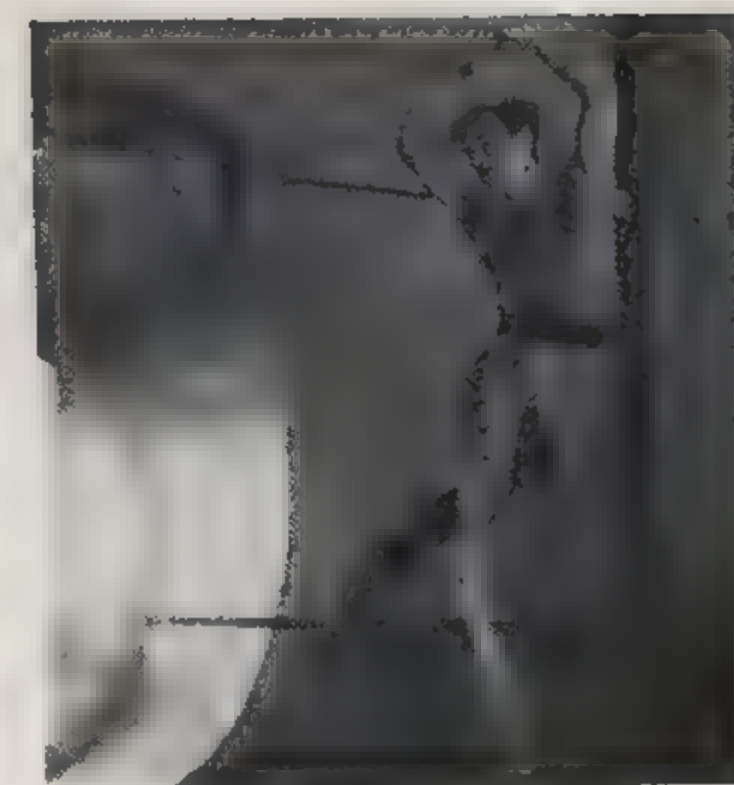
Simone de Beauvoir

PEOPLE ARE TALKING ABOUT... Twenty-year-old Nelly Borgeaud, the daughter of a Swiss hairdresser, and the new sensation of the Paris stage; pale, pensive, and deeply moving, she plays the young girl in Graham Greene's *The Living Room*. . . . The decline of the Left Bank and the rocket flare of interest in the Palais Royal quarter; among its special fascinations, Grand Véfour, one of the city's five three-star restaurants, and Macumba, which remains, on either Bank, the best of the small clubs with dancing. . . . The sirocco of annoyance, the cries of "diabolique" that greeted the Léonor Fini sets for Racine's "Bérénice," revived this year by Jean-Louis Barrault.



Nelly Borgeaud

PEOPLE ARE TALKING ABOUT... No more newspaper pictures of Colette, frizzed and surrounded by cats, and the sad rumour that, without them, the sale of her novels has fallen off. . . . The lyric presence of Peter van Dijk, a new dancer, half-Dutch, half-German, now with the Paris Opéra.



Peter van Dijk

PEOPLE ARE TALKING ABOUT... Jean Giono, whom some of the French critics have been comparing to Stendhal, and who has just been elected as one of the ten members of the Goncourt Académie, which chooses each year, among the younger novelists, the Goncourt Prize winner. . . . The magic of Mozart's *The Magic Flute* at the Paris Opéra where it has been staged with the elaborateness of an oldtime Hippodrome show, with trap doors and grottoes and an aerial stage, banked with clouds. . . . André Malraux's titanic forty-five-volume history of art which will be published by Gallimard at the rate of three volumes a year, with separate editions in French, in English, and in Spanish; fifteen years in the writing, it is the first general philosophical study by one man of all forms of art, all periods, all nations, from the earliest sandscratches to the complexities of 1955.



Jean Giono

PEOPLE ARE TALKING ABOUT... The agility of Jean Cocteau, now sixty-five, who during the past forty-five years has aroused Paris with his succession of films, plays, poems, ballets, and paintings, and who now has been exhibiting a hundred pastels, light and easy, at the same time that he has been presented to the Académie Française for election. . . . Samson François, a thirty-year-old pianist who combines an incredible violence with an incredible sweetness, which has given him a fanatical public in France.



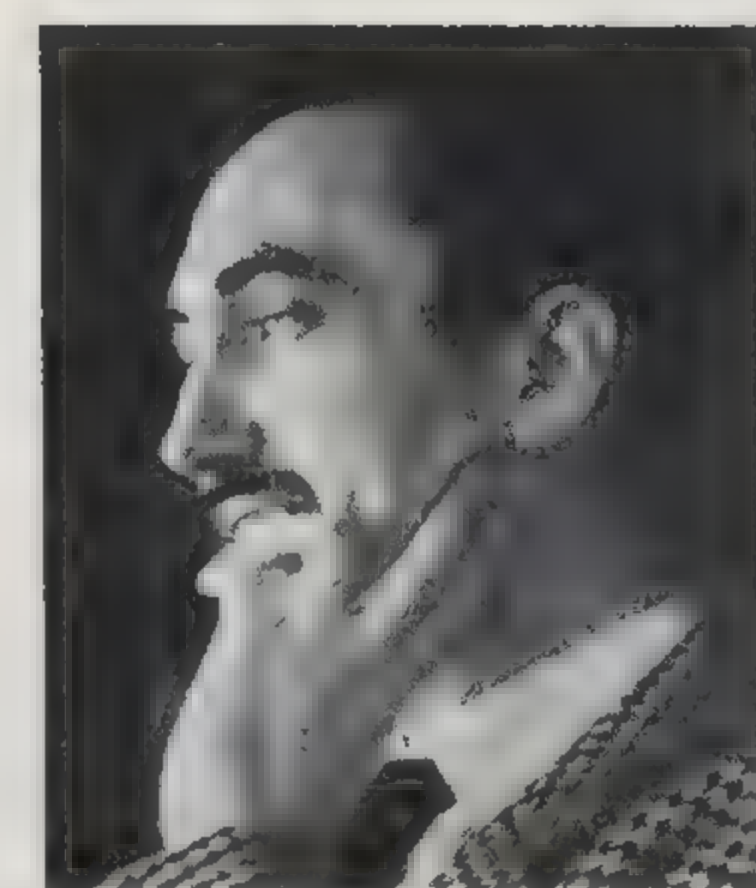
Samson François

PEOPLE ARE TALKING ABOUT... Louise de Vilmorin and *Les Belles Amours*, the latest of her graceful, radiantly agreeable novels, in which a young widow, on the point of remarrying, capriciously sashays off, on the very evening before the wedding, with an oldish gentleman who just happened to charm her; in the resulting dilemma, with everyone behaving beautifully, she finds that both the husband and the ex-fiancé have charms to be reckoned with. . . . The Théâtre Marigny's "Classical Afternoons" of Molière, Shakespeare, and other repertory regulars, played with style and zest by the regular Marigny company.



Louise de Vilmorin

PEOPLE ARE TALKING ABOUT... One of the Finance Departments of the French Government which for fifty years has unlawfully occupied part of the Louvre, holding out against all expulsion decrees until recently when a special building, now under construction, was authorized. . . . The thirteenth film on Picasso since 1945, this latest one, produced by Luciano Emmer who has wisely photographed not only Picasso, his paintings and his detour into ceramics, but has used for background music a flamenco guitarist.



Luciano Emmer

PEOPLE ARE TALKING ABOUT... Twenty-six-year-old Bernard Buffet's recent exhibition of three vast canvases, "The Horror of War," in which the first painting shows grey men tied to posts waiting to be killed; the second canvas, a battlefield at the end of day with the Angel of Death flying over the greenish dead; and in the third painting, calm and serene, a woman, surrounded by her children, contemplates a scene of destruction. . . . Nicole Courcel, who started out to be a lawyer but has had an enormous success as the horror child of Salem in *Les Sorcières de Salem*, the Marcel Aymé adaptation of Arthur Miller's play, *The Crucible*, which has been lighted as though it were a Chardin.



Bernard Buffet



U.S.A.

International fashion inspection—1955 suits

We've set the scene as Idlewild International Airport, and what we're pretty sure of, here, is this: you'd know at a glance exactly where the sari, parka, and kimono came from—but what about the women's suits? As it happens, they're all American—but short of reading the labels sewn inside, there's almost no way to know their nationality, and that's the point. They're international fashions *made* in America, and certain to be just as smart in London, Paris, Rome (where long-jacketed suits, natural colouring and Glen plaid silks are also 1955 news). *Facing page:* The sort of suit that assimilates easily, smartly—all over the fashion world. Un-waisted jacket, natural colouring: two new reasons. By Traina-Norell, in fawn twill and black British woollens. Lord & Taylor; Dayton's; I. Magnin. Emme toque. Nettie Rosenstein bag and Wear-Right kidskin gloves, at Lord & Taylor. Peel luggage in the picture: from Brooks Bros. *Above, right:* In rice-beige raw silk, the un-waisted jacket that's now in top form in every couture in the world—here news with a pleated skirt. By Monte-Sano & Pruzan, at Saks Fifth Avenue; Neiman-Marcus. Turban, Lilly Daché. *Directly right:* One of the smartest new suit fabrics in the world—Glen plaid silk (Glen plaid appeared in Paris, Rome, London, and New York simultaneously). News, every square inch of it, as the long jacket for a fine-weather suit; the skirt, black silk broadcloth. By Talmack, at Saks Fifth Avenue; Harzfeld's. Coblentz bag, also Saks Fifth Avenue. Turban: Sally Victor.

RAWLINGS





Ready in America: the navy-blue satin dinner suit

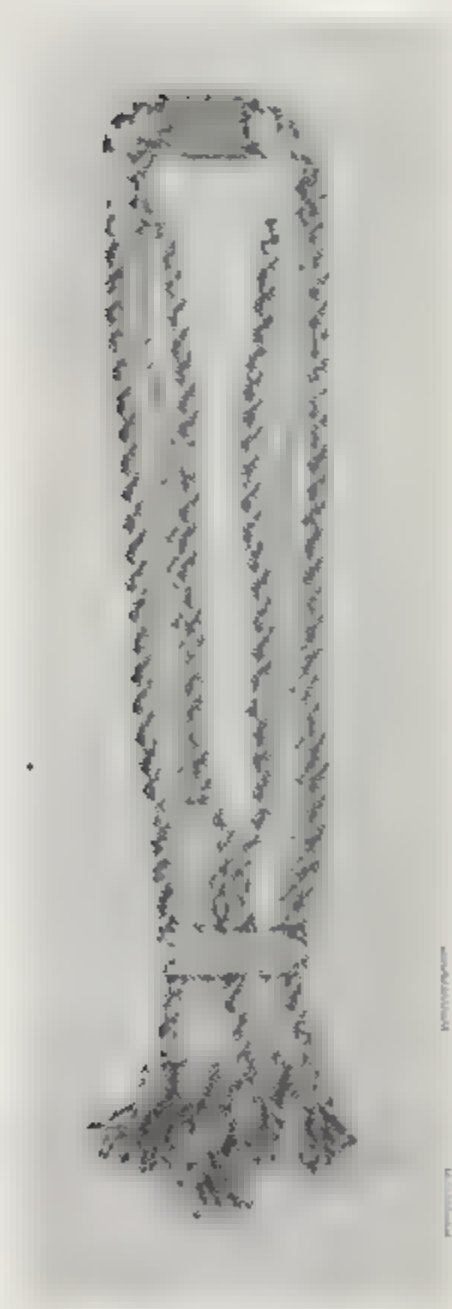
The moment's here (and there'll be many such, through next October): when what's wanted for restaurants, the theatre, is this—the polished sheath that's ready with the light protection of a jacket. At its newest: in satin, navy blue. *This page:* The suit silhouette at its strongest: the skirt a sheath; the wing-collar jacket, almost bulky, with a never-to-be-fastened belt around the hips. Designed by Jacques Fath and made in America of silk satin; about \$175. At Lord & Taylor; Julius Garfinckel. Delman satin shoes; pale-beige stockings by Flatternit. *Facing page:* The shining costume that's going to be in constant demand from six o'clock on—from now on. The silk satin jacket (to wrap to taste): wearing a collar that stands a little aside from the neck. The dress: Marché peau de soie with satin inserts, a sheath with covered shoulders. By Philip Hulitar; about \$235. Bergdorf Goodman; Nan Duskin; Sakowitz. Patent leather sandals designed by Evins, at I. Miller; Berkshire sandalfoot stockings; satin bag by Ingber, also at Bergdorf Goodman. The "touch of white" here: diamonds by Verdura. And, going along in her bag: Alexandra de Markoff's compact powder, "Shade No. 3."





Pearly chiffon: for a long string of evenings

Wonderfully welcome—silk chiffon in its 1955 shape: serene, long-bodied, light as a puff of air. Here, in new pearly colours, to wear to a ream of dinners; to wear with reams of pearls. *Facing page:* The beige chiffon dress—cut in a whisper: softly softly over the shoulders, the bodice long and moulded, the skirt an untroubled bias; \$110. Evins satin sandals, I. Miller. Hanes seamless sandalfoot stockings: the shade,



“Nude.” The brown dress: chiffon with a brown-pearl shimmer, twice banded with brown satin; \$110. Newton Elkin shoes. “Seurat Sunlight” stockings: Dior. Both the lipsticks: “Radiant Red” by Richard Hudnut. *This page, right:* Milky-blond chiffon, tucked to the hipbone, the neckline squared with wide shoulder straps (slipped off the shoulders here); \$125. The sandalfoot stockings, by Archer.

Pearls, above: Cultured pearls by Imperial, who provided all the pearls on these pages. This necklace—\$300, tax included: Jay Thorpe. *All three dresses* by Sylvan Rich for Martini, of Stern & Stern silk chiffon. Jay Thorpe; Woodward & Lothrop; Marshall Field; Montaldo's; J. W. Robinson; shops listed on page 145. Underlying everything: new Wunda Weve carpets.





Wonderful new form
for lace:
the white ball dress

Lace now: tracing some of the smartest silhouettes in fashion—here, sleeking down to the hipbone, bearing itself out as a low-billowed skirt. No evening's too grand for these spun-crystal beauties. *Left:* The subtle, simple top, shaped to the hip now; a skirt so light it blows *without* a breeze. An Estevez design for Grenelle (a new label to watch), of Stern & Stern lace. About \$90. The satin sandals, Julianelli. All, Lord & Taylor. Dress, also Hudson's; Burdine's; Joseph Magnin. The sandalfoot stockings, by Prim. *Right:* White lace laced with baby-blue silk organdie—circling the bosom, drawing the skirt into a delicious turmoil. By Ceil Chapman. About \$175. Bonwit Teller; Hutzler's; Harzfeld's; Frost Bros. Satin-buckled satin slippers: Delman. "Tinted Beige" stockings: Strutwear.



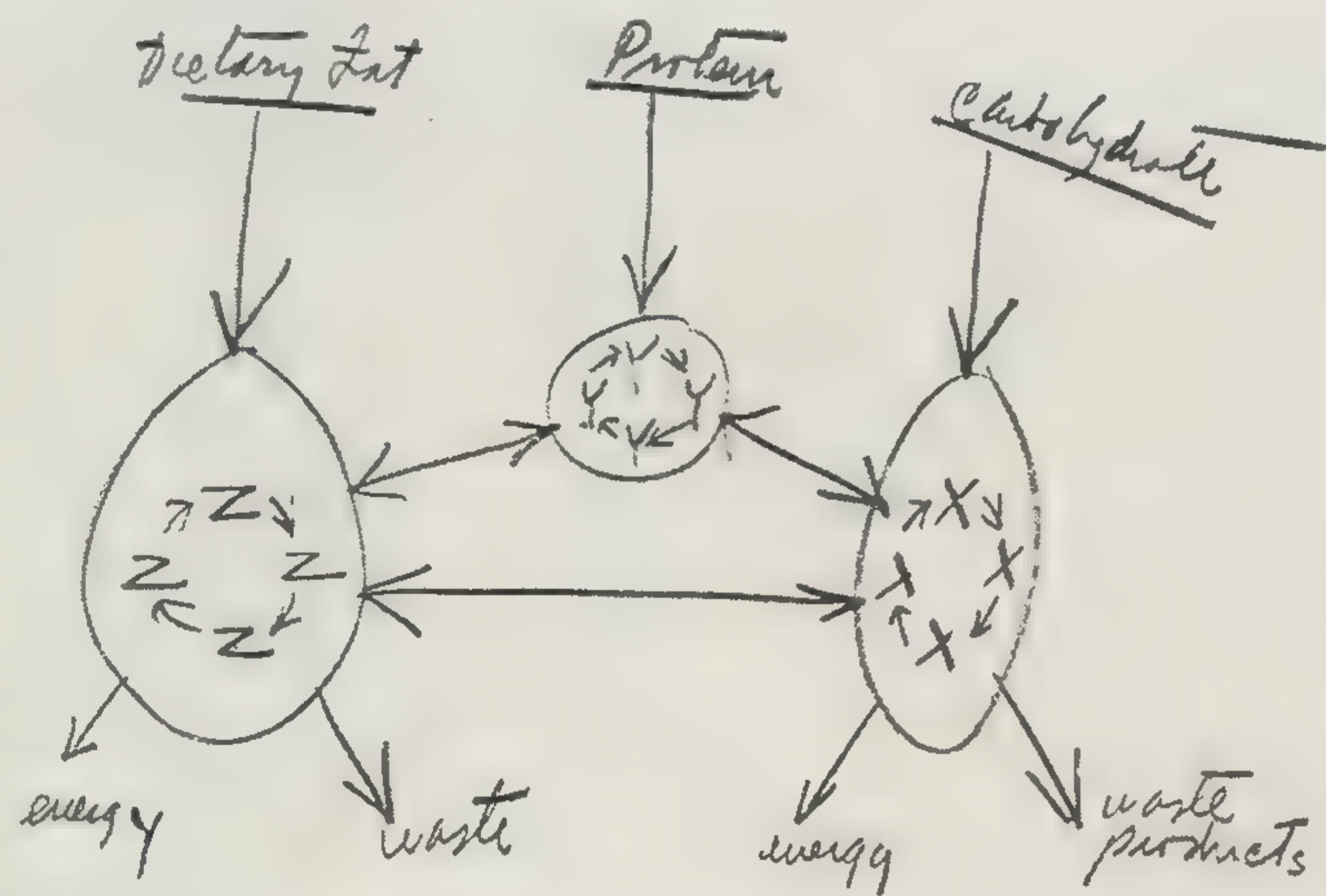
PEASANT DIET,

The piece in the newspaper was quite a switch: "Persons who want to reduce can check their appetites by cutting down on the amount of protein foods . . . overweight men and women on a new kind of diet in which only the protein was restricted. Patients could have unlimited butter, sugar, jelly . . . cream for breakfast . . . cake for dessert."

For fifteen years, anyone on a reducing diet had been sticking to a strict and unanimous food choice: high proteins (meat, fish, eggs) and low-caloric fruits and vegetables. And very little else. Because this theory had become so universal as well as adamant, meat had become a food with a halo around it; and such basics as sugar, bread, butter, potatoes, oils, rice, cream—had become almost unholy. Now, all of a sudden, black was white.

This almost theatrical upset in diet dogma took place in probably the least bombastic place in New York, the Rockefeller Institute for Medical Research. Few New Yorkers even know what it is—and while driving by Sixty-sixth Street on York Avenue, stare curiously at a group of buildings, looking rather like mansions built by some turn-of-the-century tycoon. They are weathered yellow brick and limestone, set on a cliff overhanging the East River. What brings the question, "What's that?", is the rather romantic setting, acres of city land, cultivated with mysterious plantings, veiled away by impressive, tall iron fencing. They were designed for the Institute as the result of a romantic gesture—and one actually made by a turn-of-the-century tycoon, the most famous of them all, John D. Rockefeller. The charter states: "The objects of said corporation shall be to conduct, assist, and encourage investigations in the sciences and arts of hygiene, medicine, and surgery . . . in the nature and causes of disease and the methods of its prevention and treatment . . . and to make knowledge relating to these various subjects available for the protection of the health of the public . . ."

One clear, cold day I went through the great iron gates, up the long driveway, to keep an appointment with two of the diet experimenters, Dr. Irving L. Schwartz, and Dr. Vincent P. Dole, to find out what the Institute had done to re-orient the diet ideas of the reducing public. We were to meet at the hospital of the Institute. I waited briefly in a reception room, pleasantly distinguished by a lack of strained visitors, and an absence of anesthetic-antiseptic smell. Dr. Schwartz, lean, youngishly-greying, coated in white, seemed, after our introduction, delighted by my interest in the hospital itself, charmed that I wanted to know all about it, as well as the new diet. Obviously in love with the place, himself, he took me through it, en route to the office of Dr. Dole.



FAT, PROTEIN,
AND CARBOHYDRATES
WORK TOGETHER

REDUCING DIET
WITH UNLIMITED
BUTTER AND SUGAR



RICHLY ENDOWED

By Evelyn Haynes

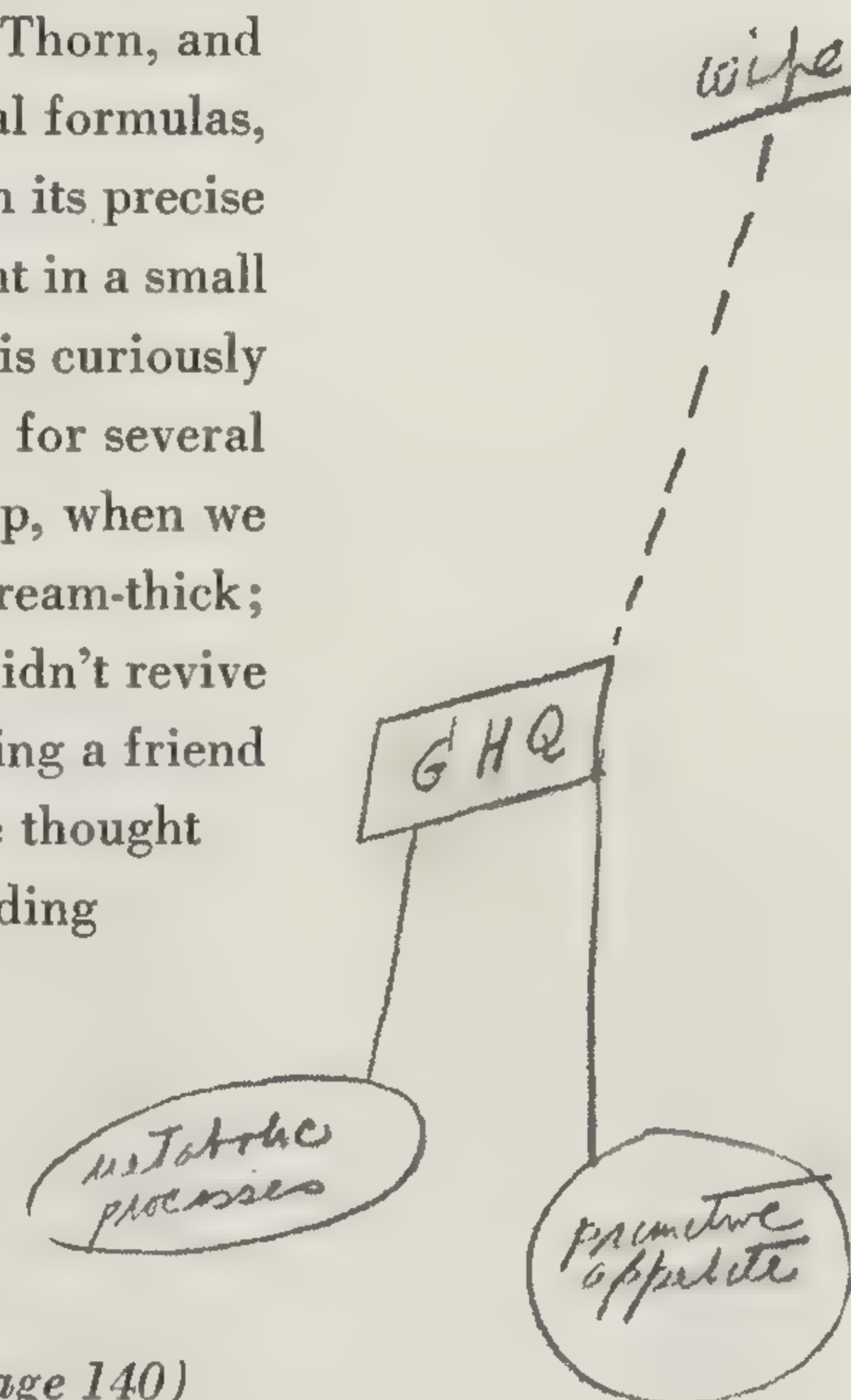
The building, 1910 on the outside, is a model of new equipment inside. There is always an impression of waxed cleanliness, of shining Monel metal, of efficiency—and above all, of remote quiet. The patients' rooms are large, comfortable, lit by a staggering, wide-swept view of the river. I learned that the patients were here for treatment with the most modern and accepted methods. They are not guinea pigs. But the facilities of the Institute make special observations possible; and these can lead to a deeper understanding, and better methods for future treatment. These patients, these lucky case histories, have the comfort and the individual attention they could probably get at no other place in the world, and, in addition, they do not pay for it. The doctors here are dedicated both to the scrupulous practice of medicine and the science of medicine. They are under no compulsion to publish scientific papers, or to keep the Institute's name in the public eye. They work at their own pace in their remote fastness, paradoxically situated in the busiest city in the world, with something any artist might long for: a benign, an endlessly-rich, and a completely undemanding patron.

Test
patients

Duplicating human milk

We reached Dr. Dole's small, precise office, with the inevitable view (the river, from that height, seems to run vertically, from the ground to the sky). A fair, boyish-looking man, with patent wit and charm, Dr. Dole has a lazy, uncluttered manner; he explains complicated medical research, without the usual pompous jargon, in homely phrases, in clear, and often funny, diagrams. The two doctors then set about the business of explaining their latest medical paper, "Treatment of Obesity with a Low Protein Calorically Unrestricted Diet"—a team research program, worked out with three other doctors, Jørn Hess Thaysen, Niels A. Thorn, and Lawrence Silver. But before we were fairly started, we were haring off down another scientific detour. They were attractively, enthusiastically overboard about their newest theory, which they are developing with Dr. Thorn, and Dr. Alvin Feinstein. Now, they are reducing overweight patients with several formulas, the first made to duplicate exactly human breast milk. This potent brew, with its precise balance of nourishments, is so satisfying, that if given to a hospitalized patient in a small quantity, about half a small tumbler, six times a day, he feels no hunger but is curiously satiated. This, with a chaser of vitamin pills has been sufficient nourishment for several test patients, for seven months. (I was given a delicious sample of this to sip, when we finished our talk. The formularized mother's milk is cream-coloured and cream-thick; has a flavoured sweetness, rather like a sugared custard. My own appetite didn't revive for another four hours. Later that evening, at a dinner table, when I was telling a friend about my taste of mother's milk, she found the tale full of wonder, said she thought that to know the flavour of this primitive food was more exciting than reading science-fiction.)

Leaving this new experiment of theirs reluctantly, the two doctors returned to the explanation of their low protein experiments. Dr. Schwartz, with diffidence, and Dr. Dole with a shrug, said first that their recent paper published in the *American Journal of Clinical Nutrition*, explains absolutely nothing about many things. Why does a person get fat? (Continued on page 140)



Constant, primitive
appetite and an interfering factor



1. Mme. Philippe Heugel starts her day with the mail, the paper, the telephone. (Her pink dressing gown is from the Dessès Bazaar.)



2. Then the children—Elvire and Jérôme, twins of two-and-a-half, and Clémence, the baby, just over a year old.



3. Midmorning at the great Paris market, Les Halles; once a week Mme. Heugel shops there for flowers, butter, and "the best meat in Paris."

PARIS: A day in the life of Madame Heugel

Madame Philippe Heugel, a vivacious brunette with great dark eyes, lives with her husband and their three children in an apartment in an eighteenth-century house facing the Palais Royal gardens. (Jean Cocteau is a neighbour to the right, and, until her death last winter, Colette lived on the left.) Her husband, a member of the famous music publishing house, Le Ménestrel, has his offices three minutes' walk away in an amusing old building which was once the house of Simon Bolívar. Together the Heugels lead a busy musical life, spend three or more evenings a week at concerts, the opera, the ballet. Madame Heugel, who is also an artist, runs her house with imagination, still manages time for the personal pleasures of going to the art galleries, of special marketing, and occasional hours in the antique shops of the Flea Market and the Left Bank.



7. After luncheon, M. Heugel watches while Sauguet, seated at the piano, is sketched by Mme. Heugel.

6. The Heugels lunch at home en toute simplicité with the famous French composer, Henri Sauguet. Here, Mme. Heugel wears a dress of pale beige alpaca from the Griffe Boutique.



4. From Les Halles she goes to Gargantua, a delicacy shop in the Faubourg St.-Honoré, for the Parmesan cheese her husband particularly likes. For this round of errands, she often wears a sweater and skirt, here with a turquoise corduroy jacket, all from the Lanvin Boutique.



5. On her way home, Mme. Heugel stops to pick up her husband at Le Ménestrel, the music publishing house which he runs with his father and brother. It is across the street from the Bibliothèque Nationale, and only a three-minute walk from the Heugel apartment.

DOISNEAU



9. Mme. Heugel writes a quick note before setting out for the afternoon in a Givenchy suit of periwinkle-blue corduroy.

8. M. Heugel carries a twin under each arm down the picturesque-but-treacherous staircase, a task for which he often comes specifically from the office. (The nurse and baby follow behind.)



10. Mme. Heugel stops to see Jérôme, Elvire, and Clémence in the Palais Royal gardens, on her way out shopping. (Offstage, left, is the nurse, in charge of Clémence's pram.)

PARIS: A day in the life of Mme. Heugel *continued*



12. At home again, Mme. Heugel tries on a new Dior ball gown. (A great ball is the only occasion for which Mme. Heugel wears a long dress for evening.)



14. On her way out to dinner and the theatre (see also opposite page), Mme. Heugel says goodnight to the twins.

13. Out for cocktails, at the studio (Left Bank, six flights up) of an artist friend, Hlen Ashbee. Mme. Heugel wears a satin-bound black cable-stitch wool suit (this from Givenchy).



11. A passionate antique-hunter, Mme. Heugel is here at Yveline, an enchanting shop on the Place Furstenberg, dealing in "antiquités—meubles, tableaux, bibelots."

DOISNEAU



15. Monsieur and Madame Heugel dining at the Grand Véfou, a restaurant near their apartment, before the première of *Bérénice*, given by the Compagnie Jean-Louis Barrault and Madeleine Renaud. Mme. Heugel wears a short evening dress (of greeny-gold brocade from Dior). If it were not a première, she might wear a soft black suit such as the one shown, opposite.



16. At the theatre, M. Heugel talks to the writer, Maurice Druon, during the entr'acte.



1. After breakfast, Mrs. Legge makes appointments, opens mail brought in by Stone, the butler. Her suit is red-black-and-white checked tweed; telephone, house phone, papers, are tidily at hand.



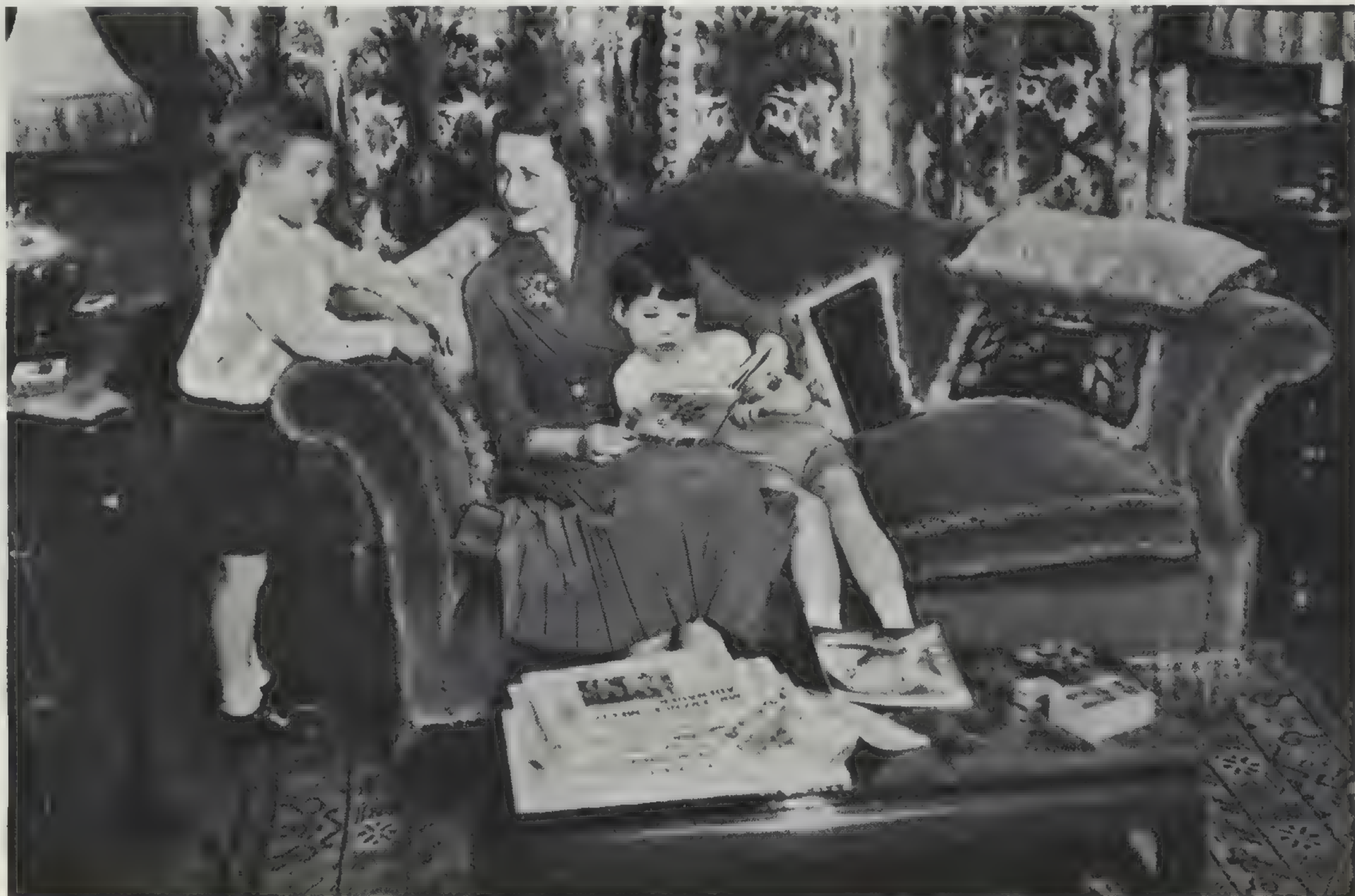
2. During the morning, she leaves a school in Wandsworth, visited on behalf of the Voluntary Care Committee of the London County Council. This work involves visiting schools and school-children's homes, checking up on medical care, welfare.

LONDON: A day in the life of Mrs. Legge

A fair-haired, pretty woman of twenty-five, who runs her house charmingly and entertains a great deal, Mrs. Gerald Legge is also an intelligent and responsible citizen. Her busy day, divided between public and private life, may include all the activities shown here, plus others not shown—such as public speaking for the Conservative Party; collecting antiques for her handsome house in Chester Street. To save time, Mrs. Legge does most of her personal shopping by telephone, whisks herself around London in a small Austin.



5. Home for tea, and a quiet moment with the evening paper, on the coral-red velvet sofa in the drawing room. Her dress: coral-red wool, pleated skirt.



6. After tea, William, five, and Rupert, four, come downstairs for a story, looking enchanting: William (left) in cherry-red velvet trousers, white silk shirt; Rupert (right) in tangerine wool trousers, cream-coloured blouse. Their father, Mr. Gerald Legge, works for a private merchant bank in the City: he is the son of Commander the Hon. Humphry Legge, and a nephew of the Earl of Dartmouth.



3. After a quick trip back to her house to change, Mrs. Legge lunches with a friend at Wheeler's Oyster Bar, in Duke of York Street, St. James's. She wears a fitted red coat with a beaver collar, by Hardy Amies, petalled red velvet hat by Erik; on her lapel, a spray of many-toned sapphires.



4. In the afternoon, Mrs. Legge assumes her ceremonial robes as a Councillor of the City of Westminster, for a meeting at Westminster City Hall. She sits on three committees: Town Planning, Housing, and Arts and Recreations. The robes, of blue velvet with a white lace jabot, are worn on special occasions.

HAMMARSKJÖLD



7. Going out for cocktails, Mrs. Legge changes to Hardy Amies' black velvet suit with a white ermine bow, pins on an eighteenth-century bow of diamonds. Black velvet and ermine hat. Over the drawing-room mantel is a Legge family portrait by Kneller.

8. Later that evening, she inspects her table before a dinner for eight, in her dining-room with its pinky-brown walls, turquoise curtains; one end is walled with shelves holding Staffordshire figures. Mrs. Legge wears a short black Dior evening dress, long diamond earrings, diamond necklace.





1 *A schoolday morning in the Bliss house at Locust Valley: Mrs. Bliss sits in at breakfast in the children's dining room, with John, aged five (left); Eileen, eleven; and Anthony, junior, nine; then will see them off to the Greenvale school bus. (Mr. Bliss has already entrained for his law office in New York.)*

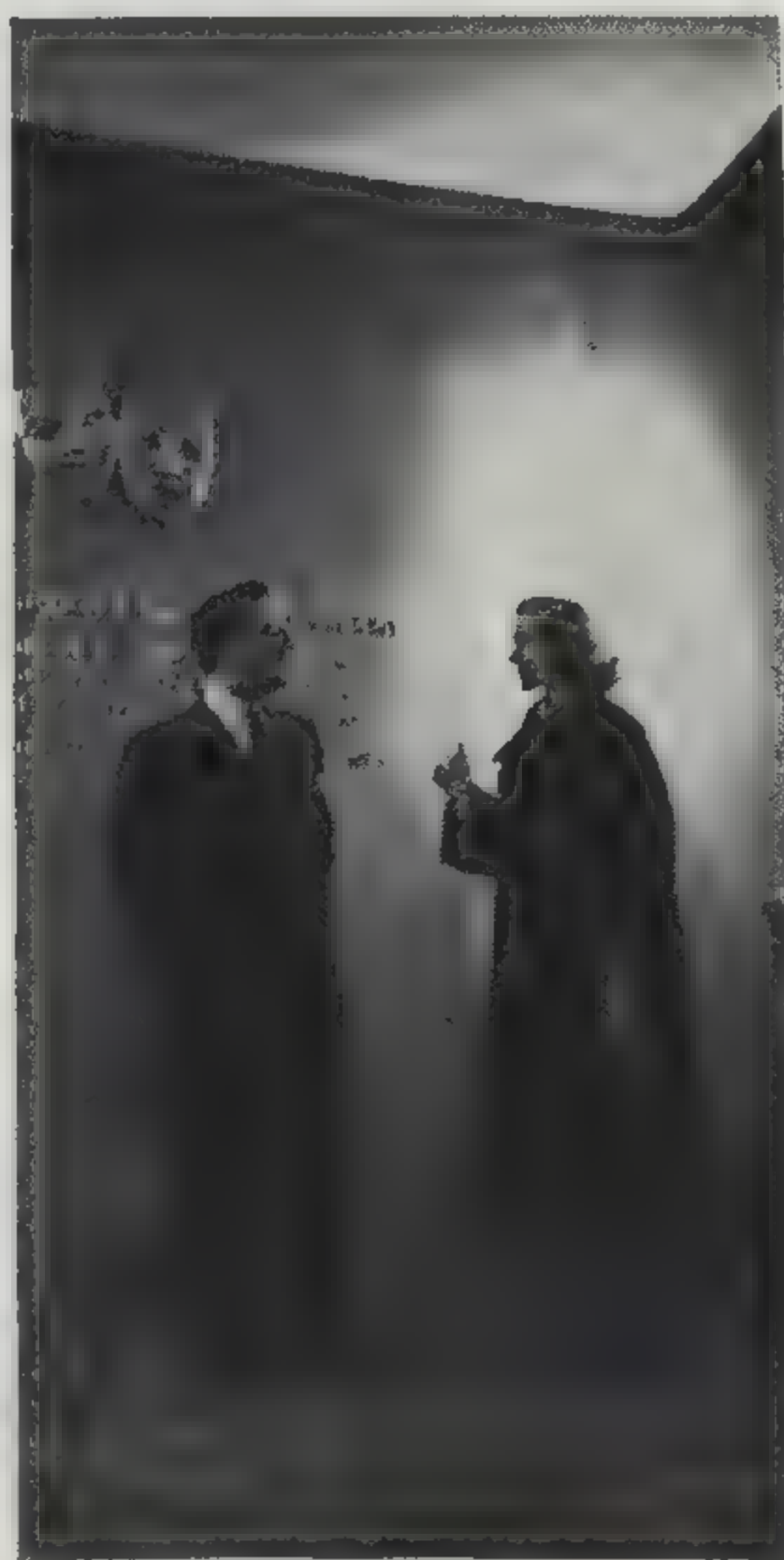


2 *After breakfast, Mrs. Bliss saddles one of the two horses, Bric-a-Brac and Chester, for a morning ride; the children ride on week ends. She wears blue jeans, a bright-red wool jacket, belted at the back.*

NEW YORK: A day in the life of Mrs. Bliss



5 *After lunch, Mrs. Bliss drives herself to New York, seen off by Gabby, the cat. She wears a dark-brown tweed coat in the new "A" shape.*

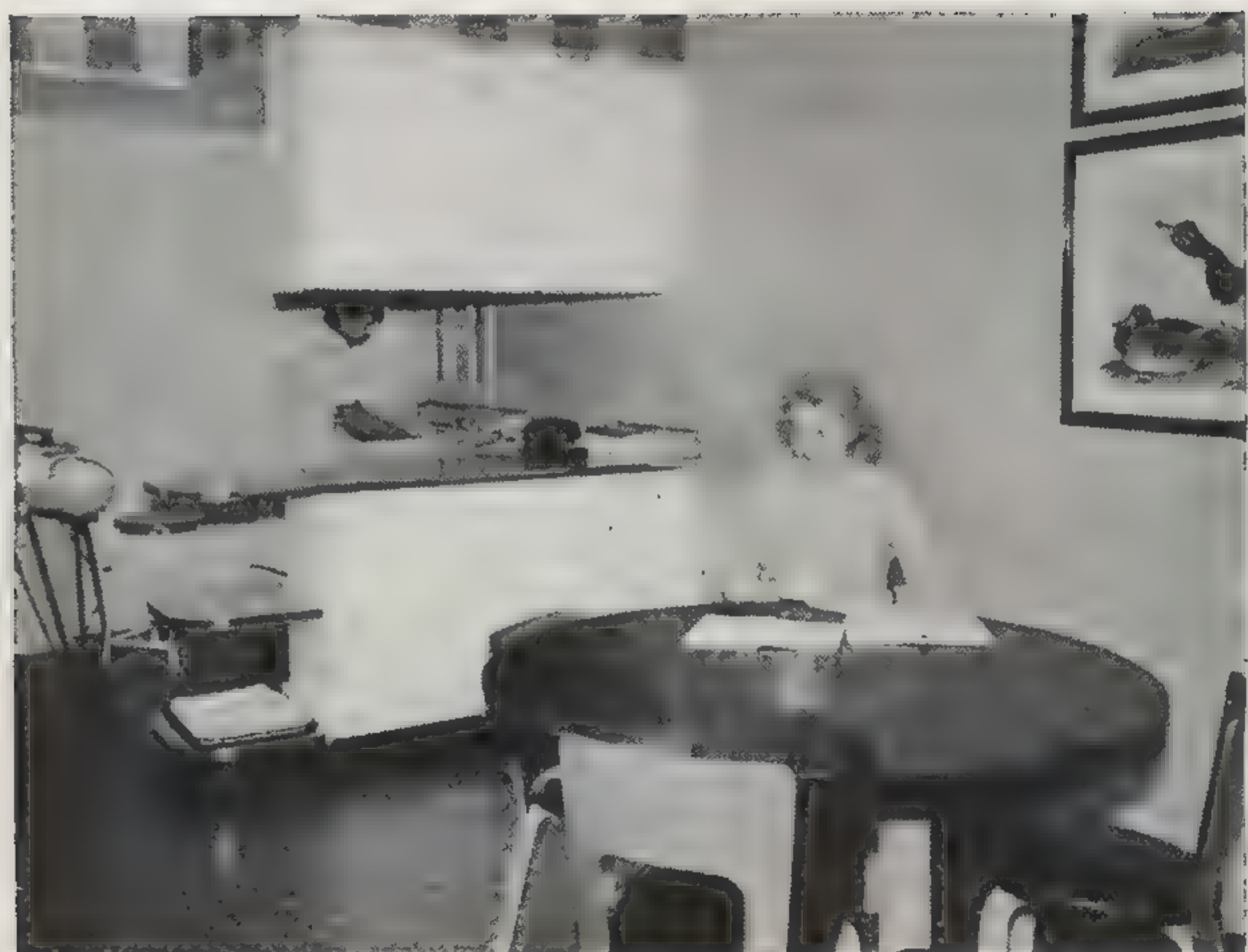


6 *In New York, her first stop is the new ANTA Theatre.*



7 *Next, a sculpture class with John Hovannes at the Art Students' League; her second year of study.*

NAOMI SAVAGE



3 In the bright, efficient kitchen in the Locust Valley house, Mrs. Bliss plans menus, writes down household orders.



4 Lunching on a tray in the living room, Mrs. Bliss reads her mail. This room has pale-green walls and carpet, magnificent Chinese cabinets; French windows open onto a terrace.

Mrs. Anthony A. Bliss is a blond beauty who was, before her marriage in 1942, the talented young actress Jo Ann Sayers (the Eileen of *My Sister Eileen*). Now, she leads a busy part-country, part-city life. In the country, it centres around her three handsome children, her pink-brick-and-white-clapboard house, her garden. In the city, where she and Mr. Bliss spend two or three nights a week in their East Side apartment, her interests include the American National Theatre and Academy, of which she is a director, helping to organize the "Salute to France" drama festival; the work of Friendship Among Children and Youth Around the World, Inc.; the Metropolitan Opera, of which her husband is a director; and studying singing, ballet, sculpture, French. We photographed Mrs. Bliss on a Tuesday; any other day would find her just as busy, and looking just as beautiful.



8 Mr. Bliss (left) meets her at the Berlitz School for their bi-weekly French lesson.

9 Dining at Sherry's, in the Metropolitan Opera House, before seeing *Manon*. Mr. and Mrs. Bliss share a box on Tuesday nights.



Fine-American-day looks: pointed out with red

Daily fashion here for any fine day this year: crisp-suiting costumes, wearing red in accessory form—one or two at a time, not a series. Other likely accessories: suitcases. The costumes have what it takes to make the best sort of travel clothes: permanent freshness (a matter of line and fabric) and quick-change talents (add a dotted scarf at the neck; oversweater the skirts, apply pearls or a gold choker). *Facing page:* Black-and-white checked suit. By David Crystal of Burlington rayon-and-Dacron suiting, \$40. Best's; Halle Bros.; Montaldo's; Bullock's. The one red accessory: a straw cloche by Betmar. The white Orlon sweater by Canterbury, the handbag by Coblentz; Kislav gloves. All: at Best's.

Below, left: A grey worsted-and-silk suit with a full, lined skirt. By Zelinka-Matlick, about \$90. Lord & Taylor; Joseph Magnin. One red touch: calfskin bag by Bienen-Davis. This, the Madcaps beret, gloves by Superb; Lord & Taylor. *Below, right:* A sleeveless, slender-cut dress with a short box jacket of black-and-white rayon tweed (this, of Coloray rayon). By David Levine, \$95. At Henri Bendel; Famous-Barr. The red here, where white might have been: glacé kidskin gloves. Calfskin bag and white piqué gob's cap by Madcaps; Henri Bendel.

COFFIN







Jacket-and-skirt news: blouses very much in print

“Add one solid area of print”: almost the 1955 fashion motto. Here are printed blouses—dots, misty leaves—applying the news to jacket-and-skirt life. Here, too, a new slant on j.-and-s. dressing. The suit at left goes separate ways—skirt with a Brooks shirt, jacket over black sheaths. The separates at right are likely to be “my navy-blue suit” to the woman who owns them. Note: for this easy jacket-and-skirt dressing, hair is likely to be worn longer, softer, brushed to one side. *Facing page:* The self-made suit—its print news, a cotton blouse, about \$23. Soft skirt of Sag-No-Mor jersey, about \$28. Popcorn knit wool jersey cardigan jacket, about \$35. All three by Masket Bros.; at Lord & Taylor; Carson Pirie Scott; I. Magnin. The “Orange Poppy” lipstick is by Jacqueline Cochran. *This page:* A toast-coloured suit with its own toast-dotted white blouse, all of Galey & Lord cotton, about \$45. Costume, at Peck & Peck; Frederick & Nelson. The bead-rope bracelet—almost a print—by Dalsheim, at Peck & Peck. Bienen-Davis bag at Lord & Taylor.





Around the world in fashion—in a sweater

It's a bit too early to speak for Mars and Uranus, but it's certainly true of this earthly realm: there's no place on the planet where a sweater—smartly cut and correctly worn—isn't perfectly apropos. On these pages, sweaters as they're appearing now in America, Italy, France, England—each easy and interesting and pretty in its own way, but all pretty much the same in this sense: any one of them could be air-mailed to any point four thousand miles distant, and be equally at fashion-ease there. (Also in this International Fashions Issue: sweaters, from Spain, Switzerland, Austria, Israel, that transplant with the same success.)

Facing page: American sweater news: the new oversweater—the overblouse in stitches. Long-lined, willowy, it's worn outside not by whim but by fashion intention; unbelted over slim skirts (as here) or over pleats. By Pringle, of pimento-red cashmere, about \$25. The doeskin flannel skirt, by Sloat, of Anglo wool, about \$18. Both: Bonwit Teller; I. Magnin. Cartier jewels. Lugene sunglasses. Toni's "Viv" lipstick: "Vivid Coral." *Top right:* The Duchess of Fezensac, dressed for the French countryside in a white cotton-knit sweater, a tweed skirt. Scene: the Château de Marsan, for centuries the home of her husband's family, the Montesquiou. *Centre right:* For a London morning, Lady Arabella Stuart wears lavender cashmere looped with beads; a pleated skirt. Lady Arabella is the daughter of Barbara, Countess of Moray, and the late Earl of Moray. *Below right:* Countess Umberto Ratazzi, shown near her villa at Forte dei Marmi in Italy. She wears a pink wool sweater banded with a woven design of ermine tails; trousers that match. Costume: Emilio of Capri.

RAWLINGS



THE DUCHESS OF FEZENSAC



LADY ARABELLA STUART



COUNTESS UMBERTO RATAZZI



American sisters:
in sweaters

THE MISSES EVELYN AND PATRICIA BATES, twin daughters of Mr. and Mrs. Theodore L. Bates of New York. Students at Finch Junior College, they're blond, blue-eyed; alike, too, in their choice of sweaters—new oversweaters. Evelyn Bates's oversweater (left): collared pink cashmere. By Maurice Handler, at Henri Bendel. Patricia Bates's oversweater (right): décolleté, and of blue cashmere. It's a Dior design for Lyle & Scott, and at Bergdorf Goodman.



HORST

MRS. JOHN F. KENNEDY AND MRS. MICHAEL T. CANFIELD, formerly the Misses Jacqueline and Lee Bouvier of Washington, D. C. They're the wives, respectively, of the young Senator from Massachusetts and of Harper Brothers' young London representative (the Canfields sailed last month). Mrs. Kennedy (left) wears a striped wool sweater set: by Goldworm, at Lord & Taylor. Mrs. Canfield's sweaters (right): white cotton knit. By Garland, at Best's.



VOGUE PATTERN S-4602



VOGUE "EASY TO MAKE" PATTERN 8592

Flying tweeds—made from Vogue Patterns

Linen tweeds, cotton tweeds compounded with rayon, with silk—costumes that travel light; that fly in a breeze or in a Stratocruiser (here, B.O.A.C. to Jamaica). They pack beautifully and unpack ditto; they're cut coolly but covered enough for planes, trains, city travel plans. Since they're made up from three Vogue Patterns, a woman who routed her sewing machine along these lines could run up this fashion mileage herself. *Opposite page:* Debarking at Montego Bay, Jamaica, B.W.I.—a traveller in flying tweeds: Vogue Pattern S-4602. The costume is a shirt jacket over a sleeveless dress (dress alone, below left) of Herbert Meyer cotton-and-silk, striped white, brown, black. *Above:* A two-piece suit dress of navy-blue-and-white linen tweed—airy but firmly shaping a line. The line here: Vogue "Easy to Make" Pattern 8592. McBratney linen. *Below, right:* This costume, a scarfed overblouse and slim skirt, made from Vogue "Easy to Make" Pattern 8594. Red-and-white tweed: knitted cotton-and-rayon by Sag-No-Mor. *Gloves:* by Van Raalte. *Hats:* John Frederics. (*For back views, sizes, see page 147*)



VOGUE "EASY TO MAKE" PATTERN 8594



Children's cotton story: jelly-bean pink

Point of the story: little-girl smartness based on cotton tidiness, a pretty party colour—likely to stay in far longer than the hems, because the cottons are by Everfast.

The striped dress: glossy cotton with delicate white lace. Sizes 3 to 6x, \$9.

The polka-dot dress: with a button-down bib. Sizes 7 to 12, \$9.

The flowery dress: dimity rounded with bands of tailoring. Sizes 3 to 6x, \$8.

All three dresses: by Youngland, in cotton by Everfast; the striped and dotted dresses, made crease-resistant by Everglaze. At Macy's; Bamberger's; Lasalle & Koch.



BOOKS FOR CHILDREN

BY BESS PORTER ADAMS



French-designed dress: candy-heart red

Above: In the red of candy hearts, a best dress with the kind of pretty details that won't torment the laundress—neat tucks, neat lace edges.

By Sunny Lee, of cotton broadcloth, sizes 7 to 14, about \$9.

Macy's; Bamberger's; Lasalle & Koch.

Are you the sort of person who sees the new plays, recognizes a Clavé painting, knows which wine goes with which meat, and is completely befogged when a ten-year-old nephew asks for a good book about a horse? (You vaguely mention *Black Beauty*, and at his disdainful, "Don't you know anything newer than that?", you are painfully aware that your high-top shoes are showing.)

Do you know that buttons are to keep people warm? That rugs are so dogs can have handkerchiefs? That big shells are to put little shells in? Or haven't you read *A Hole Is to Dig*? Are you acquainted with Rufus M., Bartholomew Cubbins, Peter Peabody III, or Maggie Rose? Do you know what happened to Johnny Orchard's bear? Have you followed Minn down the Mississippi?

If you belong to the great company of loving, but uninitiated, aunts, uncles, and family friends, you might use this article as an introductory guide, a sort of aspirin tablet to alleviate the headache of the ever-recurring what-to-buy-for-children conundrum.

On the other hand, if the children in your life happen to be your own, your knowledge of children's books should keep stride with your knowledge of antibiotics, of constantly expanding shoe sizes, of bubble hats. It is regrettable if your acquaintance with children's books is limited still to Alice, the Wizard, and the Rover Boys.

If you are a parent, you might notice in your children's rooms the physical provisions you have made for comfort in reading. Score yourself high if you have given each child an easy chair and a good lamp, higher still if there is a bookcase near the chair nudging the youngster to read as he relaxes.

Before you check the titles on the shelves, you might ask yourself just which qualities you hope to cultivate in your children—understanding, a sense of humour, responsibility, imagination, eagerness for knowledge. When you have made your list, check the books each child owns. Those books constitute a large share of the mental and spiritual food you have provided for your children's growth.

Good books furnish entertainment—hours of fun and excitement—yet, beyond the adventurous thrills, they provide the kind of companions you would choose for your children. A good book, whether written for the kindergarten child or for older ones in high school, requires participation by the reader; it stirs his sympathy, whets his sense of fun and adventure, encourages his understanding, and fires him with high desires. He grows in the reading, becomes increasingly capable of comprehending his world, of accepting his responsibilities, and of building realizable dreams for his future. Through his (*Continued on page 144*)

Fashions from the whole fashion world— ready in shops in the U. S. A.

What's needed, to understand the clothes on these five pages: not a passport, not a Berlitz course, but simply a recognition of *fashion*. Because that's why these clothes are here. They're in American shops, because they fit naturally into a smart woman's clothes life—so naturally, in fact, that a woman might choose any one of them without being particularly aware of its point of origin. And they're here, in this international issue of *Vogue*, because they all go to prove that a 1955 closet, furnished primarily for fashion reasons, just might turn out to be a statesman's dream of compatibility while it's about it.



SWITZERLAND

Above: A Swiss that's been speaking the American fashion language for over three decades: the famous Bally shoe. This black opera pump, \$26. At Altman.

ISRAEL

Left: The oversweater—one smart reason why knitted clothes are now the fourth largest export industry of this gallant young country. Low-buttoned jacket, navy-blue and white wool, by Aled; \$25. Best's.

PERSIA

Right: A completely Persian idea that applies perfectly to American at-home wardrobes: emerald-green muezzin coat of finely quilted silk (\$165); houseboy pants of rayon crêpe (\$45). The Persian Shop.





SPAIN

Above: Made in Valencia, made to carry any smart woman's passport, and a lot besides, leather handbags imported by J. Mas. Here, at Saks Fifth Avenue.



GERMANY

Above: German jewellery in gilt—just beginning to make a comeback story. (The gold necklace idea, a strong spring fashion story in America.) Lord & Taylor.



MEXICO

Above: Seems it's a born international, the cotton basque shirt. It's made in Mexico where *they* call it "the Biarritz shirt." \$7.50. At Pan American Shop.



INDIA

Above: Silk sari, Americanized successfully. Short evening dress by Filcol (who's just placed in India the largest sari-order on record). \$90. Saks Fifth Avenue.

SWITZERLAND

Left: Fine amount of sweater for an American to wear with at-home pants, beach clothes, rough and smooth country clothes. Good thick black wool jacket (coach's sweater to us). \$25. Tomas, Madison Ave.

IRELAND

Right: The country coat for any country in the world—Dublin-born, it's from Sybil Connolly's ready-to-wear collection. In cinnamon-grey-white checked wool, featherweight. \$135. Lord & Taylor.





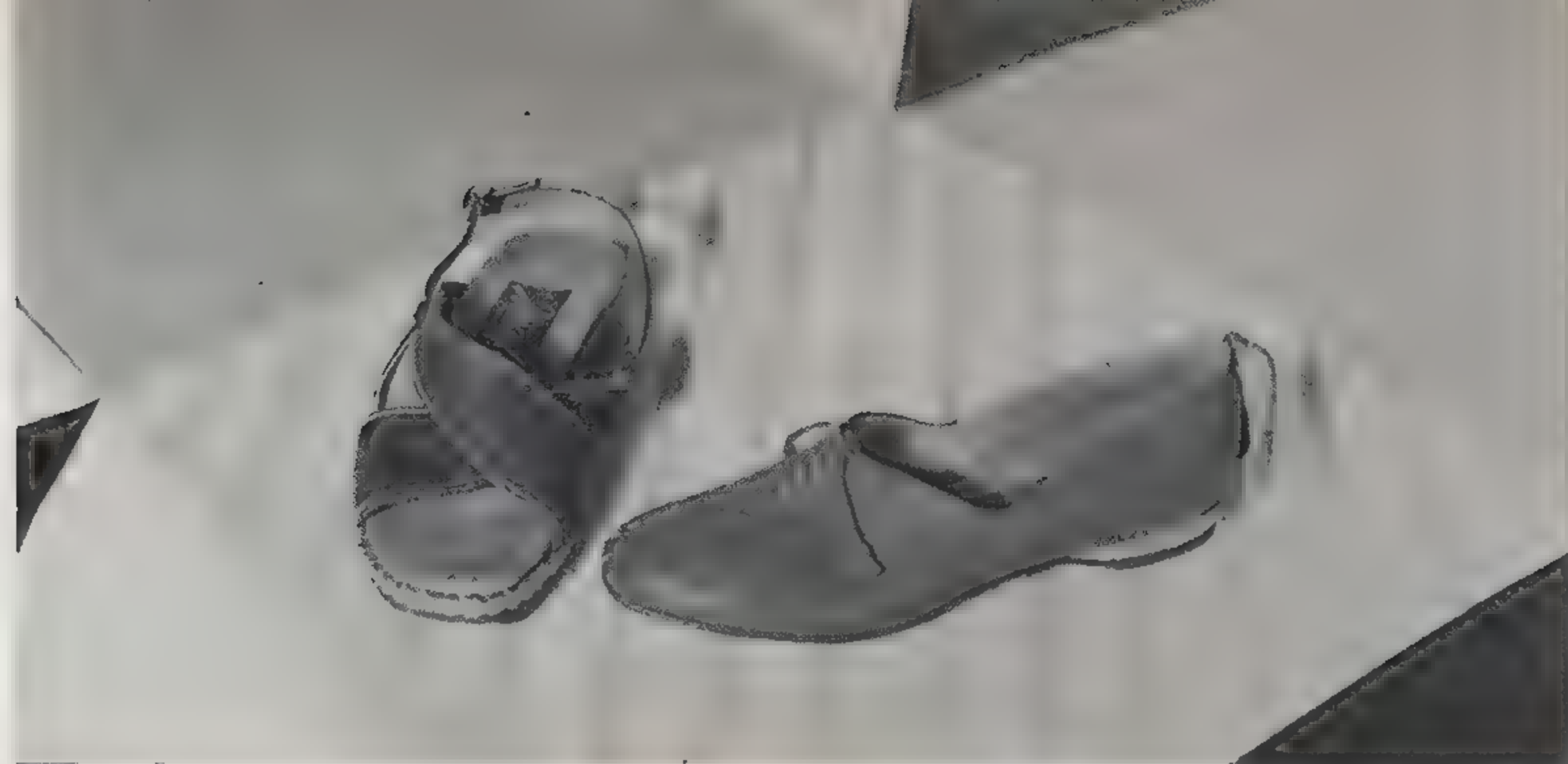
A U S T R I A

Above: Cashmere pull-over, in a dozen soft colours. By Bernhard Altmann (Austrian supplier of much of America's sweater news). \$24. Bonwit Teller.



I T A L Y

Above: In Italics—the emphasis on gold jewellery now. Here, twisted gilt wire pieces made in Italy by Eleanora Garnett. At her New York shop.



I T A L Y

Above: Amalfi play shoes, designed in Florence by Rangoni, made their first U.S.A. trip last April; have made news ever since. Sandal, \$13; beach Oxford, \$15. Lord & Taylor.

From the whole fashion world *continued*



S W I T Z E R L A N D

Above: Smart at any beach in the world—a flower-printed bathing suit with a low back, in cotton-and-Lastex; wool sweater, same print. About \$15 each. By Pius Wieler, Lord & Taylor.

S P A I N

Left: Newest name on the list of sweater-news resources: Spain. This, a hip-length cardigan in a traffic-stopping combination: red, green, black, white. Imported in wool by Eril, \$35. Henri Bendel.

J A P A N

Right: Where this completely Japanese look comes into American fashion: in the after-bath, after-swimming category. Cotton print jacket and wrapped skirt, \$17. Obi, \$4. Neiman-Marcus.





GERMANY

Above: From West Germany, a raincoat that's all raincoat. Straight, smart, in a firm slate-blue cotton fabric, with big white mother-of-pearl buttons, \$25. Saks Fifth Avenue.



ENGLAND

Above: Paisley silk scarf with the texture of challis, \$6. From Macy's, where, in one day's shopping-time you may encounter imports from over twenty-five countries.



AUSTRIA

Above: Just a fraction of the brilliance that's come into U.S.A. fashion by way of Austrian-cut rhinestones: this bib, \$25 plus tax. Lord & Taylor.



FRANCE

Above: Low-sided "A"-line shoe from the current Paris collections. By Delman-Dior (fine international relationship, this). To order, Bergdorf's.

CANADA

Left: It's a fresh cotton shirt-waist dress—but it's more than that. It's one of the first day-dresses to be imported by America from Canada (where there's a brand-new couture association). \$45, Saks Fifth Ave.

HONG KONG

Right: Navy-blue satin (couldn't be more contemporary—March 1 Vogue made a point of this news). Evening coat lined in red, frog-fastened, side-slit. Imported by Dynasty, \$60. Here at Lord & Taylor.





ITALY

Above: Italian knack for centuries (the twentieth, no exception): turning gold into a consequential jewel. These pieces, new leaves at Buccellati.



BELGIUM

Above: Three Belgians often seen on American evenings—beaded bag (dense blue-green), and two extra-short white kidskin gloves. Bloomingdale's.

HORST



FRANCE

Above: Direct-wire to the new Paris collections—Delman-Dior shoes (Roger Vivier designs) to order at Bergdorf Goodman. News here: Hatpin heels—the ones at right, mother-of-pearl.

From the whole fashion world *continued*



SIAM

Above: To wear by the yard, or to have made into a skirt and shirt, hand-woven silk stole (in Bangkok, they call it a *paka-ma*). This, black, brown, green, pinky-beige. At Thaibok.

ENGLAND

Left: Easiest way to walk from England to America—the famously soft, famously pliable walking shoe made by British Brevitt. Country shoes of red llama calfskin, with more heel than meets the eye. \$15, from Altman.

HOLLAND

Right: Thousands of Americans choose them each year—coats made in Holland by Continental de Groat. This one, a hip-length jacket in a light wool-and-Angora mixture. \$50. At Lord & Taylor.





A VERY FINE SOAP

WITH THE MOST TREASURED NAME IN PERFUME

CHANEL

ARPEGE



PRETEXTE

by

LANVIN

the best Paris has to offer

Bottled and packaged in France



COFFIN

Travelling light: the pale-coloured suit

Lightness: what's wanted in a suit with mild-weather travel plans. Here, one that's handled with a light touch all the way through. It's gently tailored, in one of the new lightweight worsteds; this, a British woollen. The pale colour: beige and white blended in a fine hairline weave. The suit, that'll be internationally ticketed on air lines, ships, streamliners: a California design by Oscar Strauss. About \$145. (Appearing in Vogue's April 1 issue—more California news.) The suit; the linen tweed bag by Bienen-Davis; white kidskin gloves by Wear-Right; gilt Bartek earrings: all at Milgrim. Suit, also at I. Magnin. Straw hat, Mr. John. Lilly Daché umbrella.

VOGUE MATERNITY PATTERNS

The overblouse, the pale late-day costume, the long-line dress: 1955 fashions here adapted (via Vogue Patterns) for the woman who's having a baby. Posing: Mrs. John Snyder, a young Vogue editor—and mother-to-be.



PRIGENT

Left: A petticoated overblouse—bouffancy precisely where it's wanted now. Mrs. Snyder wears it in white cotton plaid and daisy-printed with yellow; the petticoat, white cotton broadcloth; the slim skirt, satiny cotton, saffron yellow. Both fabrics by Hope Skillman. The blouse: Vogue "Easy to Make" Pattern 8541, 50c; sizes 12 to 20 (30 to 38). For size 16 (34), 2 $\frac{7}{8}$ yds. of 35" fabric. The skirt is Vogue Pattern 7065, 50 cents; sizes 33 to 41 hip. For 37" hips: 2 $\frac{1}{4}$ yards of 35" fabric.

Right: Place—could be the theatre or a restaurant; Mrs. Snyder in a pale late-day (maternity) costume. Notice: the decidedly away-from-the-neck bowknot, barely felt sleeves. Both blouse and skirt are made of pale-blue pure silk shantung by Italmode-Costa. The blouse: Vogue Pattern 8555, in sizes 10 to 20 (28 to 38), 50 cents. For size 16 (34), 2 $\frac{3}{8}$ yards of 39" fabric required. The skirt: Vogue Pattern 7187, in sizes 35 to 43 hip, 50 cents. 2 yards of 39" fabric required for 37" hip size.



Left: The long-line dress—and (so Mrs. Snyder reasons) since smart dresses don't bother with belts now, why should a maternity dress? This one: beige, likely to be more becoming than ever—a woman's complexion is likely to be at its best now. Here, worn with its own white turtleneck blouse. Both, made of heavy linen by McBratney. Vogue "Easy to Make" Pattern 8540, in sizes 12 to 20 (30 to 38): 75 cents. For a size 16 (34) jumper, 4 $\frac{1}{2}$ yards of 35" fabric; for the blouse, size 16, 2 $\frac{1}{2}$ yards of 35" fabric.

VOGUE PATTERNS ARE AVAILABLE AT IMPORTANT SHOPS IN EVERY CITY OR BY MAIL (POSTAGE PREPAID), FROM DEPARTMENT V, VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. (Some pattern prices are slightly higher in Canada.) Note: Connecticut residents please add sales tax. These patterns will be sent third-class mail. If you desire shipment first-class mail, please include 5c additional for each pattern ordered.



ROME

Spring's the time to

See Italy first

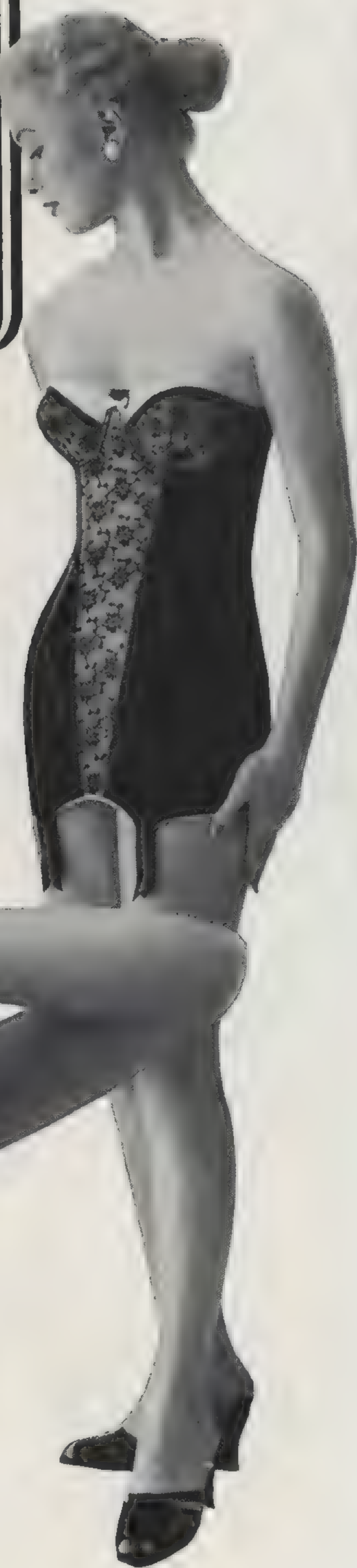
Spring's flower-decked fingers touch Italy early . . . bringing a delightful season . . . marked by the Eastertide observance and numerous special events. Thrift Season rates offer lower transatlantic fares . . . worth-while economies all along the line. You'll find fine hotels . . . wonderful food . . . exciting shopping . . . efficient transportation. Luxurious motor coaches provide low-cost tours . . . 10 and 20-day Tickets permit unlimited rail travel . . . special coupons procure gasoline at reduced costs for motorists bringing their own cars. See your Travel Agent now!

ITALIAN STATE TOURIST OFFICE—E. N. I. T.

21 East 51st Street, New York 22, N. Y.
SAN FRANCISCO—St. Francis Hotel
NEW ORLEANS—International Trade Mart



TREO®



the raised and rounded bosom...the slimmer, longer, more youthful look your new clothes call for...it's so elegantly and so comfortably yours in this TREO all-in-one.

the new double-action version of TREO's fabulous "fashioned front"...lightly designed *without a single bone*...yet no girdle can match it in smoothing bulges out of sight.



MIEHLMANN

Discoveries in beauty

Lipstick now wears the famous label of Christian Dior. And, as you might expect, he's redesigned everything about it.

His contribution to the dressing table is a crystal obelisk to keep your lipstick in, standing upright, always beautifully at hand.

For the lipstick in your purse, the case is a silvered column with a golden base.

The pomade itself is in a golden cylinder with a swivel base and is fitted into

either the obelisk or case. This new design makes the lipstick colour changeable—and fast.

Each of the eight colours becomes an easily changed accessory: fingers are left unstained, the lipstick stays intact until the next switch.

What colouring has Dior used? It's borrowed from roses—a bud pink deepening to a garnet rose.

The texture is sheer shimmer. The crystal obelisk, \$12; the silvered case, \$2.50. The lipstick refill is \$1.50, plus 10% tax. At Saks Fifth Avenue.

PEASANT DIET

(Continued from page 111)

Why does a fat person diet? Why does one person stay on a diet, or another continually fall off? They still don't know, they added. They asked rhetorically, should a fat person bother to diet at all? A thin person, in our civilization, is considered to be the more attractive. But aside from that, they pointed out that although we know fat people die sooner than thin people, no one has ever proved that a thinned-down fat person lives any longer than he would have without dieting.

Fat is like a balloon filled with helium (a Dole-making-it-simple analogy). Fat goes to the ceiling if you let go of the string; it stays down if you hold the string. Anyone inclined to fat must hold onto the string constantly. And (another metaphor) obesity is not a knapsack on the back—a load to be lifted and removed on occasion. It is a constant, metabolic, biochemical problem which almost always continues without arti-

ficial interference. Nothing yet discovered is a permanent cure for fatness.

This new diet experiment is really an old story with people living in poor countries. Often poverty of food choice has produced lean, but healthy and long-lived peoples. In depressed areas, or historically depressed times, people have developed good, trim bodies on diets which ran mostly to whole grains, or potatoes, or beans—with very little meat, fish, eggs. Dr. Dole explained, with scientific modesty, that their new theory, developed in the grandeur of the Rockefeller Institute, is nothing more than an artificially-produced peasant diet.

So now that we had dispensed with how *little* they know about obesity, we went on to discuss how *much* they know about it. All people eat in response to a chemical hunger, because of the body's demand. This chemical instinct is the con-

(Continued on page 142)



Geranium linen: delicious new form of print

Geraniums on geranium red linen: bunches of leafy white blossoms in a new 3-D print—embroidery. The skirt, shown here wearing its own white silk shantung shirt with dress-shirt tucking and rhinestone buttons; for all the little summer evenings when “don’t dress” means dressing with the prettiest kind of informality possible. (The day-life of the skirt might include a white cotton pull-over; a pale-pink linen shirt.) Moygashel linen skirt with a wide span of belt (velvet), about \$25; shirt, about \$23. Both, by Carlye. Jay Thorpe; Rich’s; I. Magnin.



What is it that's created such excitement among beautiful women of the continent? . . .

IMPORTED FROM FRANCE! IMPORTED FROM FRANCE! IMPORTED FROM FRANCE!

CRÈME À LA GELÉE ROYALE
by

ORLANE OF PARIS

... the first in all the world to introduce the miracle-of-the-bees to cosmetics!

WHAT IS GELÉE ROYALE?

It is the enchanted essence that mysteriously transforms an ordinary larva into the supremely young Queen Bee! Fed an exclusive diet of “royal jelly”, made in the bodies of worker bees, the Queen is able to stay vibrantly young *forty times* longer than her subjects! Orlane of Paris first captured this rare raw substance in the most amazing beauty cream ever created. The merest touch of Crème à la Gelée Royale nightly will help your skin become beautifully younger looking!

15 jar *10* tube *plus fed. tax

For store nearest you write:

John Hudson Moore Co., 681 Fifth Ave., New York 22
Division of the Lambert Company



Manufactured, packaged,
and sealed in France

IMPORTED FROM FRANCE!

IMPORTED FROM FRANCE!

IMPORTED FROM FRANCE!

IMPORTED FROM FRANCE!

IMPORTED FROM FRANCE! IMPORTED FROM FRANCE!

(Continued from page 140)

stant, primitive, and abiding reason for appetite.

On the blackboard in his office Dr. Dole drew a big diagram (which you see on page 111). He chalked out a square, "This is General Headquarters: our subject. Down here (a straight line and a rough circle) we have the metabolic processes. Down here (another straight line and a rough circle) we have the primitive appetite. Then up here (dotted lines) we might have any number of artificial interferences—" he paused, smiled, continued, "say—for instance, a wife."

The doctors were led into their recent experiments in weight reduction through a previous research on diets for patients with hypertension—organic high blood pressure. They discovered that protein could, under some circumstances, arrest a weight loss; and they decided to concentrate on this byway, developing their theory with patients in normal health.

For this experiment they chose forty-two subjects, divided them into two groups, one of hospitalized cases and the other out-patients under clinic control. Basically this is the diet, as they reported in their paper. "The basal diet contained 35 ± 5 grams [$1\frac{1}{2}$ ounces] protein per day, [or, about 4 ounces of meat] with unlimited carbohydrate, fat, and salt. Orange juice, coffee, and toast—one or two slices with butter and jelly—made a typical breakfast; an occasional patient took hot cereal and cream, but most preferred the smaller meal. Lunch consisted of meat or fish (about 10 grams protein), potato and another vegetable, one or two slices of bread, and fruit for dessert. Supper was comparable: egg, spaghetti, or a small serving of meat (about 6 grams of protein), potato and another vegetable, one slice of bread, salad with French dressing, fruit or cake for dessert. Fruit juice (150cc) [a little more than $\frac{1}{2}$ cupfull] was served at 10 A.M., 2 P.M., and 8:30 P.M.

"To make certain that the patient had completely satisfied his appetite, the diet kitchen served a bowl of sugar, a dish of jelly, and a large section of butter on each tray, and weighed back the food not eaten. Rock candy was available on request but did not prove popular."

The patients lost weight at a satisfactory rate, many a quarter of a pound a day. Another group of patients on the diet were given a high protein supplement. Their consumption of unrestricted foods jumped up. This control group proved that protein restriction *did* lessen the appetite. Obviously, the diet was easier for those patients under strict hospital control. They had no distractions or social pressures; they had no choice but to eat what was given them, or leave the hospital. All patients seemed to find the quantity of food adequate, but chafed under other kinds of limitations—and the most common of these was a change in the timing of meals. Dr. Dole said that ritual and timing are deeply in-

stinctive in the creation of appetite.

The appetite increases because of ritual-timing often beyond the subject's control—almost, he declared with the relish of a Boris Karloff, to the point of cannibalism. Obese people, it seems, have a special ritual pattern: they tend to have poor appetites in the morning; can do well with a light lunch; become uncontrollably hungry at dinner; and voracious during the late evening. The obese-tendency subject is the icebox-at-midnight raider. Hospital patients, therefore, were allowed to play about with their bread rations from meals. They could save bread until evening, slather it with butter and jam, eat it before going to bed. One morose patient was discovered to be unhappy because she desperately missed a certain kind of rye bread which had become a ritual-accompaniment to her meals before she entered the hospital. The hospital obligingly bought this special bread for her—and she made sandwiches of other foods with it.

After the controlled experiments, the patients were given a copy of the clinic diet and instruction in its use. They were invited to return to the clinic at any time, but were not urged, nor given any specific appointments. The results, while the patients were under hospital and strict clinic control, were almost all excellent. Immediate results were encouraging: out of forty-two overweight patients, thirty-two lost $\frac{1}{4}$ pound per day, felt well. This low protein but calorically unrestricted diet worked for the patient with normal health. After discharge, however, a majority of patients returned to their old eating habits. They let go of Dr. Dole's helium-filled balloon. When, three to twelve months after discharge, follow-up examinations were given, 52% had regained all of their original weight. They were carrying Dr. Dole's mythical knapsack again. Thirty per cent had remained steady, and 18% had continued to reduce without supervision. A good result.

I asked, then, "Why have diets planned on an exactly opposite theory of *your* experiments worked so well?"

Dr. Schwartz answered, "Because they are not *opposite* theories. They are complementary."

The new low-protein diet, with additions of high-caloric carbohydrates and fat, does not negate the successful diets we have all become familiar with: high-protein, with little or *no* high-caloric carbohydrates, and fat. The fact is that both diets work on exactly the same principle. Dietary fat, protein, carbohydrates work together, like meshed gears, to nourish the body. (See Dr. Dole's diagram on page 110.) By depriving this ordinarily smooth-working triumvirate of one of its partners, the other two lose steam, work less hard—and finally, get used to their loss. They get down to a minimum operation with good grace, and don't even demand to see

it's a bra

it's a girdle

it's a petticoat

Scanties*

—The new
all-in-one-derful

What could be smoother! Now you'll have that shapely new French line with high and rounded bosom, longer midriff, smoother hipline—minus any bulky extras! Even the embroidered nylon petticoat is built in.

STRAPLESS BASQUE SCANTIE (Illustrated)
White, Black. Average cup, 32 to 36, **18.50**

DAYTIME SCANTIE
White, B-C cups, 33 to 38, **22.50**

LONG TORSO STRAPLESS SCANTIE
White or Black. B-cup, 33-38, **25.**

at fine stores everywhere or write

model BRASSIERE CORP.

*T.M. REG.

358 FIFTH AVENUE, NEW YORK



PEASANT DIET

the absent one. In other words: the loss of the synchronization decreases the primitive appetite.

Suddenly, too quickly, it was time for lunch. The two doctors were going to join many other scientists and doctors attached to the Institute in another building, a daily practice which they enjoy. Here, all the men working so freely under the Rockefeller's charter have a chance to catch up with each other's work, to talk scientific shoptalk, to learn informally from each other.

As Dr. Dole took off his white coat, before putting on a casual tweed jacket, he made some more of his arousing observations. A determined person of strong character is the easiest subject for a diet. But there is one trouble with him: sometimes he gets compulsive about eating, is a set-up for fad diets which he is compelled to follow.

Dr. Dole said we have lost faith in our primitive appetite. For half a million years the human race subsisted on any old food that was at hand; or if lucky, any old choice of foods they *enjoyed* and had handy. Then, about fifty years ago, along came the nutritionist. We were told what to eat, what was good for us (one green vegetable and one root vegetable each day; citrus fruit several times weekly; balanced rations of proteins, carbohydrates, fats; sugar for quick energy; vitamins, minerals; and on and on). What we wanted to eat, and what we *should*, became confused.

Perhaps, Dr. Dole added, we should trust our own appetites more than we do. (I wondered if we could; if we could ever know what they really were, buried under all the admonitions we have had since childhood: eat your spinach, dear; reach for a Lucky instead of a sweet; milk is the perfect food; milk is strictly for babies; milk is a bacterial soup; you only *think* you don't like rutabagas; inexpensive cuts of beef are so much better for you than steak.)

Dr. Dole said he liked to think that humans are at least as smart as rats—which, with unlimited choice of various foods, eat only what nourishes them best, or as smart as those just-weaned infants, tested by Dr. Clara Davis, who published the results in 1928, in *The American Journal of Diseases of Children*. These infants, with all kinds of delectable mushes set out before them, dabbled their little fingers into certain specific dishes, carried the dabblings to their little mouths—and while each chose different things to think delicious, all the babies had one thing in common. They grew bigger and healthier than a control group of babies who were fed, rigidly, according to the then-latest approved methods of nutrition, and with no choice at all.

I said good-bye to the lunchward Dr. Dole, and, with Dr. Schwartz, gallant but shivering in his white coat, walked down the long drive, through the wintered plantings and the river wind.

This is the diet followed by the clinic patients.

Breakfast		* Each of the following quantities is equivalent to one unit:	
		I. Vegetables	III. Cereal Products
Fruit juice	No limit	Artichoke 3 med.	Macaroni, noodles, spaghetti (cooked) 1 C
Choice of either:		Asparagus 20 stalks	Bread 2 Sl
1. Hot or cold cereal	2 T	Beans 3 T	Breakfast cereal
Cream	2 T	String beans 1 C	Hot (cooked) 3 T
Toast	1 Sl	Beets 1 C	Ready to eat 1 T
2. Toast	3 Sl	Cabbage 2 C	Crackers
Butter, jam, sugar		Carrots 3 C	Saltines
Coffee or tea		Cauliflower 3 C	Graham } 5 dbl.
		Celery 50 stalks	Cookies }
		Corn 1/2 C (1 ear)	
		Eggplant 2 Sl	
		Cooked greens 1 C	IV. Clear Soups
		Salad greens 3 C	Asparagus 2 C
		Mushrooms 2 C	Bean 1/2 C
		Onions 3 C	Beef 1/2 C
		Paranips 2 C	Celery 1 C
		Green peas 1/2 C	Chicken 1/2 C
		Potatoes 3 med.	Clam chowder 1/2 C
		(without skin)	Consommé 1/2 C
		Pumpkin 3 C	Onion 1 C
		Rhubarb 10 C	Pea 1/2 C
		Rice (cooked) 3 C	Spinach 1 C
		Sauerkraut 2 C	Tomato 1/2 C
		Squash 2 C	Vegetable (vegetarian) 1 C
		Tomato 2 C	
		Turnip 3 C	
		Watermelon 5 C	
		Zucchini 2 C	
		II. Meat, Eggs, Cheese, Milk	
		Lean meat or fish 1 piece (2 x 2 x 1/4 in.)	
		Bacon 2 strips	
		Egg 1 small	
		Cheese	
		American 1 piece (2 x 2 x 1/4 in.)	
		Cheddar 1 piece (2 x 2 x 1/4 in.)	
		Cottage 1 T	
		Cream 4 T	
		Parmesan 2 T	
		Swiss 1 piece (2 x 2 x 1/4 in.)	
		Milk	
		Whole 1/2 C	
		Skim 1/2 C	
		Cream 1 C	

ask any man ... you look lovelier in a hat by

Sail Hi—in glamorous Meshalon. About \$11.
Back Talk—in glamorous Meshalon. About \$12.

Just a line will tell you where to find these lovely headlines! Write Gage Hats, Dept. B, 1 W. 39th St., New York; 22 W. Madison St., Chicago.

Cannon
stockings
wear
longer,
too

Just like
Cannon towels
and sheets

Long-wearing proportioned Cannon nylon stockings are your best buy—from \$1 up.
Full-fashioned—with a snag-guarding Cannolin finish—at your neighborhood store.



THE EPITOME OF FINE CORSETRY...

Form Allure
"WOMAN'S MOST CHERISHED DESIRE"

Four sections of reinforced nylon
jacquard power net... front, sides
and back panels of nylon satin
in white, powder blue and black.

DE PINNA • NEW YORK MARTIN'S • BROOKLYN THE BLUM STORE • PHILADELPHIA

OR WRITE: FORM-ALLURE FOUNDATIONS CORP., 3 WEST 29TH STREET • NEW YORK

BOOKS FOR CHILDREN

(Continued from page 131)

books he frequently finds his chief channels of interest and talent.

These seemingly magical results depend upon more than the possession of books, however. It is not enough to give an easy chair, a lamp, and a full case of well-chosen volumes to a child. He must have leisure time for reading, and encouragement from his family. Half the fun of reading lies in talking about what one has read with someone else who has also enjoyed the book. Do you find time to share your son's and daughter's excitement in a recent story, and to discuss with them the stimulating new ideas they have found in their books? With younger children, do you read at least one story aloud every evening, regularly? If you don't, you have only yourself to blame if "the children spend all their time glued to the TV set." Regular family reading aloud, by one or both parents, is the best, if not the only, way to combat complete, *un-critical* dependence on television.

Before your children go to school they will almost certainly own an illustrated edition of *Mother Goose* and know most of the rhymes by heart. They will probably own the *Just So Stories*, the Beatrix Potter stories, and a collection of Robert Louis Stevenson's poetry. These are classics not to be missed, but what about modern books? The small child's bookshelf should hold such stories as *Make Way for Ducklings*, *The Golden Egg Book*, *The Little House*, *Who Dreams of Cheese?*, and *Blueberries for Sal*, to mention only a few of the excellent books which help give the youngest listener a sense of happy security in his world.

Friendship and understanding are expressed in *The Golden Egg Book*; there is gentle humour, too, and a complete satisfaction in the thought that the small rabbit and duck have found each other and neither will ever be lonely again. Humour and simplicity mark *Blueberries for Sal*. When baby bear and baby Sal find themselves with the wrong mothers, no one is at all distressed, and the error is quickly corrected.

Some books are designed to help children meet particularly difficult situations. The tension of a trip to the hospital which a young child may be fearing can be materially eased if he owns *Johnny Goes to the Hospital*, in which hospital procedure is explained and pictured in an objective and friendly manner. *The Smallest Boy in the Class* deals with another common problem, and when the littlest boy is conceded to have the biggest heart his troubles disappear. The longing of a small boy to start school is wonderfully well expressed in *Peter's Long Walk*. Peter is lonely, as lonely as a cloud, and he starts out to walk to school. Though it should be quite all right to go to school now, because he has finally turned five, his long walk ends in disappointment, for he is told that he must wait until September, which seems a long way off. However, on

his way home he meets a number of companionable animals and finds that he is not really alone after all.

School days and the thrill of learning to read can be tremendously enhanced by the thoughtful and consistent purchase of books for the child's home library. Some books are treasures to be shared with appreciative adults; they have an ageless quality which serves as a bridge between adult and child, bringing them closer as they read. The tender little stories of Pooh and Christopher Robin and the other never-to-be-forgotten inhabitants of the hundred-acre wood belong to family evenings, as do the poems of Milne in *When We Were Very Young* and *Now We Are Six*. As the children reach the upper primary and intermediate grades, the family should enjoy together the subtleties of *Wind in the Willows*, *Alice's Adventures in Wonderland*, and *Peter Pan*. There are newer books which also deserve admission into the favoured circle at this time. *Rabbit Hill* is the humorous and poignant story of a delightful community of small animals whose problems one follows breathlessly. *Charlotte's Web* is the hilariously exhilarating tale of a remarkable pig and an even more remarkable spider, not to mention the human beings (who are remarkably human).

One could scarcely find a better book for reading aloud when the whole family is together than Kipling's *Jungle Book*, but if you stop with those stories of Mowgli, Kaa, and Bagheera, you are missing the fun of discovering more recent authors and such memorable characters as Mafatu in *Call It Courage*, Agba in *King of the Wind*, and Miguel in *And Now Miguel*. *Roller Skates* introduces Lucinda, who can hold her own with Heidi in any company.

Imaginary adventures belong especially to children in the middle elementary grades, but their reading needn't be confined to the tales of Grimm and Andersen. The children's shelf should also hold such stories as *The Borrowers*, *Many Moons*, *Elmer and the Dragon*, *The Blue Cat of Castle Town*, and the beloved *Mary Poppins*. If such reading does not entirely supplant Superman and Space Control, it at least provides some imaginative material of high literary quality and helps convince a young reader that comics are not the only means of escape into fantasy.

Along with *Black Beauty*, *Bambi*, *Smoky*, and *The Yearling* on the bookshelves should be such newer favourites as *Album of Horses*, *National Velvet*, *King of the Wind*, and *The Gentling of Jonathan*. *Gypsy* and *Finnegan II* are exceptionally fine stories about cats, excellent to follow *April's Kittens* and *Ice Cream for Two*. *The Right Dog for Joe* and *The Dog Next Door* are good realistic stories about boys and dogs. *Let Them Live* is a beautifully illustrated plea for animals, and *Pets* should be required reading for every family which possesses—or is possessed by—an animal. This book teaches one how to care for almost any type of animal a youngster is likely to bring home; mark it as an exceptionally fine gift book.

Understanding grows naturally when children receive such story books as *Blue Willow*, *Bright April*,

Ladycake Farm, The 100 Dresses, and *Chee and His Pony*, each of which is woven around real-life problems of courageous, lovable children. The child who is fighting his own fears may gain strength from *Call It Courage*, the successful struggle of a young Polynesian boy to overcome his intense fear of the sea. *The Door in the Wall* and *Triumph Clear* demonstrate how a boy and a girl, facing the crippling effects of disease, conquer discouragement and depression.

Do your children's shelves contain such books as *Let's Go to the Desert*, for the young naturalist; *Monsters of Old Los Angeles*, for the boy who may become interested in prehistoric beasts; *The First Chemistry Book for Boys and Girls*, for the budding scientist; and *Slipper Under Glass*, for the girl with ballet ambitions? *Julie's Secret Sloth* will amuse everyone. *The Story of Appleby Capple* scintillates with unadulterated foolishness. *Brightly*, of the Grand Canyon, is a donkey to be remembered whether or not one has ridden down Bright Angel trail. *Secret of the Andes* gives one a poetically written story of an Inca boy in Peru. Parents will be grateful for *Holiday Craft and Fun*, which provides material for rainy or convalescent what-to-do-now days.

If you remember your own excitement when you read *Ivanhoe*, *The Three Musketeers*, *The House of the Seven Gables*, and *The Tale of Two Cities*, you will find pleasure in putting fine new editions of these classics in the hands of the more advanced readers. Though it moves more slowly than such modern stories as *Crazy Horse*, *The Last of the Mohicans* is still a rewarding story of the early American frontier. Other exciting adventure stories for the older children are *The Quest of the Desert*, *Burma Boy*, and *The Two Arrows*. Young people will enjoy such historical tales as *Johnny Tremain*, *As the Wheel Turns*, and *Hideaway House*; and they will find thrills and inspiration in such biographies as *King Philip, the Indian Chief*; *Chaim Weizman: Builder of a Nation*; and *The Queen Elizabeth Story*.

A *Connecticut Yankee in King Arthur's Court* is as entertaining as it ever was, and young adolescents will be held by *The Return of the Native*,

Frankenstein, Arrowsmith, and *Wuthering Heights*. *Shattered Windows* and *House Under the Hill* are novels for young girls; boys like *Southpaw from San Francisco*, *All-American* and *Gold Prospector*, along with the older favorites, *Call of the Wild* and *Treasure Island*.

The air-minded boy will follow the detailed account of the historic first solo flight across the Atlantic in *The Spirit of St. Louis*. *Kon-Tiki*, *Mutiny on the Bounty*, and *Lord Jim* belong on the shelves with *Old Man of the Sea*, a heart-breaking picture of a man's struggle against forces beyond his control.

The sharing of poetry within the family brings a feeling of intimate security found in few activities; your children are fortunate if you read and enjoy poems with them. Following *Mother Goose*, an anthology such as *Time for Poetry* will provide the elementary school children with hours of pleasure. They will also be delighted to own *A Child's Garden of Verses*, *I Live in a City*, *The Complete Nonsense of Edward Lear*, and *Taxis and Toadstools*. Older children and adolescents will enjoy owning *Come In, and Other Poems*, *The Road Not Taken*, *Magic Circle*, *Stars to Steer By*, and *Golden Treasury of Songs and Lyrics*. One of the most beautiful of recent books is *Song of Robin Hood*.

To maintain a home library which grows with the children requires time and effort. It involves showing as much concern for the mental welfare of your youngsters as for their physical comfort, becoming as conscious of new books as of new clothes, being willing to invest the price of a shampoo or a few golf balls in a book for the children; it means surprises, fun, and good family talk to enjoy and remember. It means bearing in mind the fact that no second- or third-rate book is good enough for your first-rate child.

EDITOR'S NOTE: A member of the faculty of the University of Redlands, in California, and the mother of two children, Mrs. Adams has made an intensive study of children and their reading habits. Her book, *About Books and Children*, published by Henry Holt & Company, is a guide through the often tangled thickets of children's literature.

PEARLY CHIFFON FASHIONS

The following is a list of shops throughout the country where the dresses shown on pages 106-107 may be found.

Amarillo, Tex.....Blackburn Bros.
Atlanta, Ga.....Leon Frohsin
Augusta, Ga.....Reba Murphy
Baltimore, Md.....Hutzler's
Boston, Mass.....Sara Fredericks
Buffalo, N. Y.....Tegler's
Cincinnati, Ohio.....H. & S. Pogue Co.
Cleveland, Ohio.....The Halle Bros. Co.
Columbia, S. C.....Mary Lowe
Dallas, Tex.....Walker-Marr
Detroit, Mich.....Julie Inc.
Flint, Mich.....Raymond Coughlin
Fort Worth, Tex.....Meacham's
Grand Rapids, Mich.....Yager's
Greenville, S. C.....Halfacre-Osborne
Hartford, Conn.....Ethel Jacques
Houston, Tex.....Everett Buelow Co.
Indianapolis Ind.....Laura Martin
Jamaica, N. Y.....J. C. Clayton
Las Vegas, Nev.....Fanny's Dress Shop
Lubbock, Tex.....Godwin's
Memphis, Tenn.....Levy's

Miami, Fla.....Burdine's
Milburn, N. J.....Suburban Shop
Milwaukee, Wis.....T. A. Chapman Co.
Minneapolis, Minn.....Harold, Inc.
Nashville, Tenn.....Rich, Schwartz & Joseph
New Orleans, La.....Fashion Post
Norfolk, Va.....Nicholson & Marks
Oklahoma City, Okla.....Peyton-Marcus
Omaha, Neb.....J. L. Brandeis & Sons
Peoria, Ill.....Block & Kuhl Co.
Philadelphia, Pa.....Bonwit Teller
Phoenix, Ariz.....Goldwaters
Pittsburgh, Pa.....Kaufmann Dept. Stores
Portland, Ore.....Meier & Frank Co.
Salt Lake City, Utah.....Raymond's
San Francisco, Calif.....City of Paris
Savannah, Ga.....Fine's
White Plains, N. Y.....L. A. Schulman
Wilkes-Barre, Pa.....Hollywood Shop
Winnetka, Ill.....Frances Heffernan
Worcester, Mass.....Ulman's
York, Pa.....Jack's

Exquisite on the outside
ingenious on the inside

this slim compact from England

by
Stratton

About \$6.00



The Princess



Matching lipstick case,
pill box

at Lord & Taylor, New York;
Marshall Field & Co., Chicago; I. Magnin, California;
C. Crawford Hollidge, Boston.

For the store nearest you write **Stratton of London**
385 Fifth Avenue, New York, N. Y.

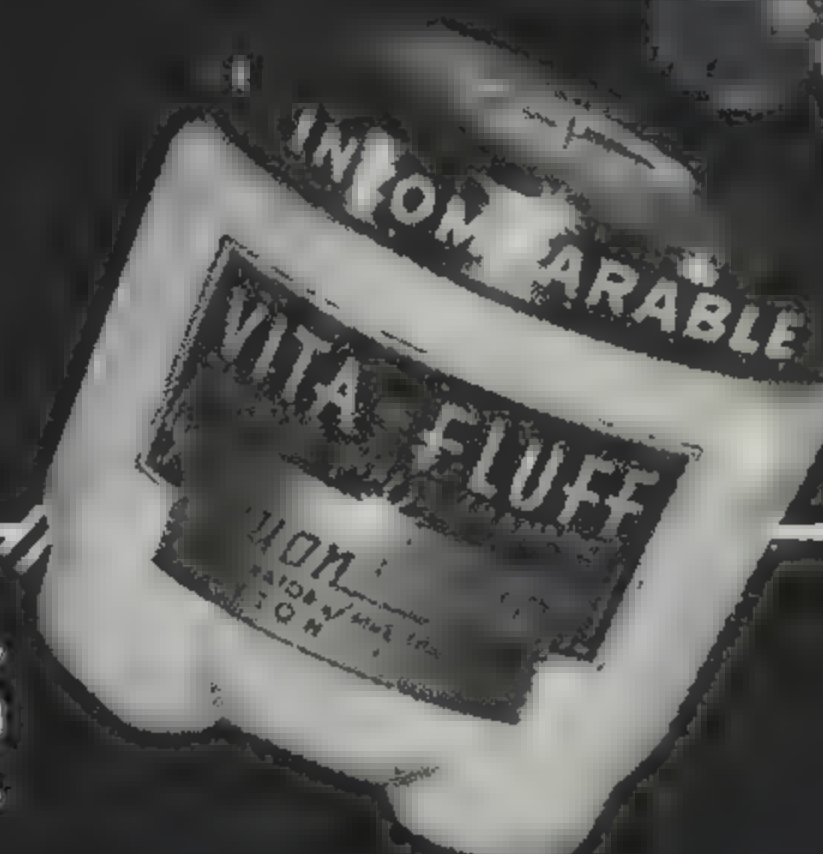
Recommended care
for Beautiful Hair!

With a VITA-FLUFF Shampoo to solve
every hair problem, trained hair stylists use and
recommend VITA-FLUFF—the original cream
shampoo—to keep hair gleaming bright and
beautifully controlled.

Duon Inc.

VITA-FLUFF Shampoo is sold exclusively
to beauty salons. It never has been and
never will be sold to retail stores.

ORIGINATOR OF FINE SHAMPOOS • CORAL GABLES, FLORIDA



Lipstick of Invitation



TABU

INTRODUCING
ANOTHER NEW
COLOR TRIUMPH!

"Las Vegas"

SIENNA

Now TABU introduces a startling new lipstick shade that captures the romance and adventure of the desert. It's "Las Vegas" (Sienna), a distinctive color for those women whose modern styling requires a brown-tone shade.

"Las Vegas" is a truly unusual new lipstick. You'll like it—because it's different. And it's TABU. Ask to see TABU's world-famous shades of red, too!

Save the case,
plated with 24-carat
gold. Refills, 75¢.

\$1.50
plus tax

Dana®

PARIS • NEW YORK

Recipes from four famous restaurants on the French Riviera

BY MYRA WALDO

On the French Riviera, there are four great restaurants. At Beaulieu, there is La Réserve, *luxe* and expensive. Near Antibes, there is La Bonne Auberge, small but distinguished. In the hills behind Cannes, lies La Pax, equally small. And at the extreme point of the port of St. Tropez is Mouscardins, which has the best seafood on the coast. Each of these restaurants has given one recipe that has made the place famous.

Mouscardins prepares its superb bouillabaisse rather differently than the Marseilles recipes. (It costs about \$5 for two.) With this, Mouscardins suggests Cogolin as the wine, or a reasonably priced *vin rosé*.

MOUSCARDINS' BOUILLABAISSE

½ cupful olive oil
2 onions, finely chopped
2 leeks
2 cloves garlic, minced
6 tomatoes, peeled and chopped
1 stalk celery
3 sprigs parsley
1 bay leaf
2 teaspoonfuls salt
½ teaspoonful freshly ground black pepper
½ teaspoonful saffron
7 cupfuls water
3 fish heads
6 slices of at least three kinds of fish (sea bass, snapper, white fish, lake trout)
2 lobsters, cut into quarters (in shell)
2 potatoes, boiled and cut into quarters
6 slices garlic toast (use French bread)

Heat the olive oil in a large saucepan. Add the onions and leeks. Sauté for 10 minutes, stirring frequently. Add the garlic, tomatoes, celery, parsley, bay leaf, salt, pepper, saffron, water, and fish heads. Cook over medium heat for 30 minutes. Remove the fish heads, and discard. Strain the mixture, forcing as much pulp as possible through the sieve. Return the liquid to the saucepan. Add the fish, and cook over low heat for 10 minutes. Add the lobsters and cook for 20 minutes more. Correct seasoning.

Remove the fish, lobsters, and boiled potatoes, and arrange on a platter. Serve the soup in deep soup plates with a slice of toast in each. If desired, serve a garlic sauce with the fish.

At La Bonne Auberge, meals need not be expensive, but all thought of economy usually vanishes at the sight of the specialties. The hors d'oeuvres, which are unusual and substantial, are famous. As a first course, they are \$1.75 per portion. As the main course, you may eat as much as you wish for \$4.25. The *Croustades de Langouste* is a fluffy light concoction best described as a puff-pastry shell filled with Mediterranean lobster and a rich creamy sauce; the price is \$3, but one order is enough for two people.

CROUSTADES DE LANGOUSTE

½ pound sweet butter
2 cupfuls flour
½ teaspoonful salt
½ cupful ice water

Place the butter in a bowl of very cold water. Knead it in the bowl until quite smooth. Wrap in a towel and press out all the water.

Sift the flour and salt into a bowl. Add 3 tablespoonfuls of butter, working it into the flour with the fingers. Add the half cupful of ice water gradually, mixing lightly with the fingers until the dough is formed.

Roll out onto a lightly floured board until about ¼ inch thick and in a rectangular shape. Form the remaining butter into a smaller rectangle about ½ inch thick. Place the butter in the centre of the dough. Fold one side of the dough over the butter and then the other side.

Press down and seal all edges carefully. Place in the refrigerator for 20 minutes. Place the dough on a lightly floured board with one of the narrow edges nearest you. Roll the dough as thin as possible, maintaining a rectangular shape. Fold one side of the dough over towards the centre and cover with the other side. Roll out once again, fold over in the same manner. Chill for 20 minutes, and repeat the entire process again three more times including the chilling.

Preheat the oven to 450°. Roll out the dough until about ¼ inch thick. Cut into twelve rectangles about 3 by 4 inches. Place six of the rectangles on a baking sheet. Brush the tops lightly with water. Place the remaining six rectangles over them, pressing down very lightly.

Bake in a 450° oven for 5 minutes. Reduce heat to 350° and bake for 25 minutes more or until delicately browned and dry to the touch.

Filling:

2 cupfuls water
1 cupful dry white wine
2½ teaspoonfuls salt
1 stalk celery
1 carrot
1 bay leaf
3 whole peppercorns
2 lobsters, split
6 tablespoonfuls butter
5 tablespoonfuls flour
2 cupfuls heavy cream
¼ teaspoonful white pepper
2 truffles, sliced thin (optional)
¼ pound mushrooms, sliced

Combine the water, wine, 1 teaspoonful of the salt, celery, carrot, bay leaf, and peppercorns in a saucepan. Bring to a boil. Add the lobsters, and cook over medium heat for 15 minutes. Remove the lobsters and reserve ½ cupful of the strained stock. Let lobsters cool for 15 minutes; carefully remove the meat from the shells, and cut into ½ inch cubes.

Melt 4 tablespoonfuls of the butter in a saucepan. Add the flour, stirring constantly until very smooth. Gradually add the cream, stirring constantly until the boiling point. Add the pepper, remaining salt, and reserved stock. Cook over low heat for 5 minutes. Add the truffles and cook for 2 minutes more.

Melt the remaining butter in a skillet. Sauté the mushrooms for 5 minutes. Add them to the previous sauce. Add the lobster and cook for two minutes. Correct seasoning.

Place the hot *croustades* on individual plates. Pour the lobster over the *croustades* and serve immediately.

LA RÉSERVE: The shore road from Nice to Monte Carlo passes through the little town of Beaulieu, whose principal fame is the small luxurious hotel, La Réserve. Expensive (about \$20 a day, European plan), it is always filled with international celebrities.

Here, as in every other great restaurant, it is wise to follow the suggestions of the management, to discover their *spécialités*. For example, although all of the standard French appetizers are available, they would probably recommend *ratatouille*, a medley of cold vegetables prepared in the classic style of the Riviera.

RATATOUILLE

½ cupful olive oil
4 cloves garlic, sliced thin
4 onions, sliced thin
3 teaspoonfuls salt
¾ teaspoonful freshly ground black pepper
4 green peppers, cut into eighths
1 small eggplant, peeled, cut in half, and sliced ¼ inch thick
3 zucchini, sliced
16 black olives, sliced
4 tomatoes, cubed

Heat 2 tablespoonfuls of the olive oil in a skillet. Add the garlic and onions, and sprinkle with a little of the salt and pepper. Sauté for 10 minutes, stirring frequently. Remove, and place on the bottom of a 2-quart casserole.

(Continued on page 148)

You'll find the Handmacher suit
in the

Celanese

advertisement on page 31
at all these stores

Akron, Ohio.....Polsky's of Akron
Albany, N. Y.....Flah and Co.
Asheville, N. C.....Bon Marche, Inc.
Atlanta, Ga.....Rich's, Inc.
Baltimore, Md.....Hutzler's
Billings, Mont.....Hart-Albin Co.
Birmingham, Ala.....Burger Phillips
Boston, Mass.....Filene's
Brooklyn, N. Y.....Abraham & Straus
Buffalo, N. Y.....Flint & Kent
Charleston, W. Va.....Polan's
Charlotte, N. C.....Montaldo's
Chattanooga, Tenn.....Lovemans
Chicago, Ill.....Bramson
Chicago, Ill.....Carson Pirie Scott and Co.
Chicago, Ill.....Lytton's
Cincinnati, Ohio.....Mabley & Carew Company
Cleveland, Ohio.....The Halle Bros. Co.
Colorado Springs, Colo.....Kaufman's
Columbus, Ohio.....The Union
Corpus Christi, Texas.....Lichtensteins
Dallas, Texas.....A. Harris & Company
Dayton, Ohio.....Metropolitan Co.
Decatur, Ill.....Linn & Scruggs Co.
Denver, Colo.....Denver Dry Goods Company
Des Moines, Iowa.....Younkers
Detroit, Mich.....Himelhoch's
Detroit, Mich.....The J. L. Hudson Co.
Duluth, Minn.....Orecks
East Orange, N. J.....Helen Michel
Elgin, Ill.....Ackermann's
Erie, Pa.....Boston Store
Ft. Wayne, Ind.....Wolf & Dessauer
Ft. Worth, Texas.....R. E. Cox & Co.
Fresno, Calif.....Rodder's Mademoiselle
Greensboro, N. C.....Montaldo's
Harrisburg, Pa.....Mary Sachs
Houston, Texas.....Ben Wolfman, Inc.
Indianapolis, Ind.....L. S. Ayres & Co.
Kansas City, Mo.....Harzfelds
Knoxville, Tenn.....Miller's
Lakeland, Fla.....The Empire
Lima, Ohio.....Greggs
Lincoln, Nebr.....Miller and Paine
Long Beach, Calif.....Buffums
Los Angeles, Calif.....

Broadway, Southern California
Los Angeles, Calif.....J. W. Robinson Co.
Louisville, Ky.....The Stewart Dry Goods Co.
Lubbock, Texas.....Hemphill Wells
Madison, Wis.....Harry S. Manchester, Inc.
Memphis, Tenn.....The John Gerber Company
Miami, Fla.....Hartleys
Milwaukee, Wis.....

Smartwear-Emma Lange, Inc.
Minneapolis, Minn.....Dayton's
Mobile, Ala.....L. Hammel Dry Goods
Monroe, La.....Ada's Fay Kramer Shop
Nashville, Tenn.....Cain-Sloan
Newark, N. J.....L. Bamberger and Co.
Newburgh, N. Y.....Johnson and Hare
New Orleans, La.....D. H. Holmes Co., Ltd.
New Orleans, La.....Mayer Israel's
New York, N. Y.....B. Altman & Co.
New York, N. Y.....Lord & Taylor
Oakland, Calif.....I. Magnin and Co.
Oklahoma City, Okla.....Rothschild's
Omaha, Nebr.....

The Nebraska Clothing Company
Orlando, Fla.....Dickson and Ives
Peoria, Ill.....Block and Kuhl
Philadelphia, Pa.....The Blum Store
Philadelphia, Pa.....John Wanamaker
Phoenix, Arizona.....Goldwaters
Pittsburgh, Pa.....Kaufmann's
Plainfield, N. J.....Teppers
Portland, Ore.....Lipman Wolfe & Co.
Providence, R. I.....Outlet Company
Richmond, Va.....Miller & Rhoads, Inc.
Roanoke, Va.....Lazarus, Inc.
Rochester, Minn.....C. F. Massey Company
Rochester, N. Y.....Sibley, Lindsay & Curr
Sacramento, Calif.....

Weinstock and Lubin Company
St. Louis, Mo.....Scruggs Vandervoort Barney
St. Paul, Minn.....Schuneman's
Salt Lake City, Utah.....Z. C. M. I.
San Antonio, Texas.....Frost Bros.
San Francisco, Calif.....H. Liebes
San Jose, Calif.....Marcus
Savannah, Ga.....Leopold Adler Company
Spokane, Wash.....The Crescent
Syracuse, N. Y.....Flah and Co.
Tacoma, Wash.....Lou Johnsons, Inc.
Topeka, Kansas.....Palace Clothing Co.
Troy, N. Y.....Lord and Tann
Tucson, Arizona.....Levy's of Tucson
Waco, Texas.....The Goldstein-Migel Co.
Washington, D. C.....Frank R. Jelleff, Inc.
Waterbury, Conn.....Sugenheimer's
Wichita, Kansas.....Innes
Winston-Salem, N. C.....Montaldo's

The DAVID CRYSTAL suits on pages 26 & 27 are available at these fine stores:

ARKANSAS
Little Rock.....Gus Blass
Pine Bluff.....Cohen's Fashion Shop, Inc.

CALIFORNIA
Bullock's Downtown.....Los Angeles
Carmel.....Cinderella Shop
Corona Del Mar.....O'Brien's
Fresno.....Strauss
Hanford.....Mirvise
Madera.....Duncan & Scheid
Marysville.....Bradleys
Palo Alto.....Phelps-Terkel
Pasadena.....Bullock's Downtown
Riverside.....Avant's
Sacramento.....Charlotte Green Fashions
San Luis Obispo.....Leonore Smith
Santa Cruz.....Lease's
Ventura.....Mary Michel
Visalia.....Wanda's Style Shop
Woodland.....The Fashion

COLORADO
Colorado Springs.....Gray Rose
Denver.....Montaldo's

CONNECTICUT
Danbury.....John McLean Inc.

DELAWARE
Wilmington.....Bird-Speakman

FLORIDA
Jacksonville.....Purcell's
St. Petersburg.....Wilson-Chase Co.

GEORGIA
Atlanta.....Regenstein's

ILLINOIS
Chicago.....Carson Pirie Scott
Decatur.....Sennel's
LaSalle.....Blakely's
Oak Park.....William V. Gilmore & Sons
Princeton.....Alma Magnuson's Shop
Rockford.....Edith Parrish
Rock Island.....David's
Springfield.....Herdens

INDIANA
Bloomington.....The Wieks Co.
Evansville.....Strouse & Bros.
Richmond.....Palais Royal
Seymour.....The Gold Mine

IOWA
Cedar Rapids.....Armstrongs
Davenport.....Petersen-Harned-Von Maur, Inc.
Ft. Dodge.....Gates Dry Goods

KANSAS
Hutchinson.....Frank's
Independence.....Montaldo's
Wichita.....Lewins

KENTUCKY
Louisville.....Byck's
St. Matthews.....House of Pilcher

LOUISIANA
New Orleans.....Keller-Zander

MAINE
Bangor.....The Rines Co.

MASSACHUSETTS
Boston.....C. Crawford Hollidge
Brockton.....Madeleine's
Pittsfield.....Elise Farar
Salem.....A. Newmark
Springfield.....Brigham's

MICHIGAN
Ann Arbor.....Goodyear's
Battle Creek.....Seaman's
Detroit.....Russek's
Flint.....Maas Bros.
St. Joseph.....Grace B. Pauley Co.

MINNESOTA
Minneapolis.....Harold Inc.
St. Paul.....M. L. Rothchild
Winona.....Nash's

MISSOURI
Kansas City.....Mindlin's
Liberty.....Lucile Davis
St. Louis.....Montaldo's

NEBRASKA
Omaha.....Fred and Clark Haas

NEW JERSEY
Atlantic City.....Homberger's
Hackensack.....Law's Inc.
Paterson.....Stenchever's
Ridgewood.....Sealton's, Inc.
Summit.....Miss Nellie

NEW MEXICO
Albuquerque.....Towne House

NEW YORK
Albany.....Josef Yezzi
Hornell.....Tuttle and Rockwell Co.
Jamestown.....La Mode
New York.....Best and Co.
Niagara Falls.....Wellesley
Poughkeepsie.....The Up-To-Date Co.
Utica.....Eleanor Clinton's

NORTH CAROLINA
Charlotte.....Montaldo's
Durham.....Montaldo's
Greensboro.....Montaldo's
Raleigh.....Jean's
Winston-Salem.....Montaldo's

NORTH DAKOTA
Bismarck.....Robertson's
Fargo.....Store Without A Name

OHIO
Akron.....Birnbau's
Cleveland.....Halle Bros.
Columbus.....Montaldo's

OKLAHOMA
Bartlesville.....Montaldo's
Tulsa.....Field's of Tulsa

OREGON
Bend.....Mannheimer's
Eugene.....Hart-Larsen
Roseburg.....Mabel Lewis
Salem.....Capitol Shopping Center

PENNSYLVANIA
Allentown.....Adam's Co.
Bedford.....Bartons' Fashion Shoppe
Bellefonte.....The Katz Store
Doylestown.....Ely's Dress Shop
Erie.....London's
Franklin.....The New Bradley's
Germantown.....C. A. Rowell
Johnstown.....Martin's
McKeesport.....Cox's
Pittsburgh.....Gimbel's
Washington.....Lang's
Williamsport.....Lynn Hayes
York.....Daniels Ladies Apparel

TENNESSEE
Chattanooga.....Loveman's
Knoxville.....Millers French Room
Memphis.....John Gerber Co.

TEXAS
Abilene.....The Popular Dept. Store
Amarillo.....Blackburn Bros.
Dallas.....A. Harris & Co.
Ft. Worth.....The Fair
Houston.....Battlestein's
Kingsville.....Raglands
San Angelo.....Bauer-McCann
Waco.....Bauer-McCann

UTAH
Provo.....Thomas

VIRGINIA
Pulaski.....Wallace's
Richmond.....Montaldo's

WASHINGTON
Bellingham.....Newton's Inc.
Everett.....Chaffee's
Olympia.....Millers

WEST VIRGINIA
Huntington.....Belle's of Huntington

WISCONSIN
Appleton.....The Fashion Shop
Kenosha.....Lepp and Company
Madison.....Simpson's
Milwaukee.....The Grand
Oshkosh.....Gertrude Town Shop

ALASKA
Anchorage.....The Smart Shop

VOGUE PATTERNS

(Back views, sizes, yardages of the Patterns shown on pages 128-129)



S-4602

Above: Vogue Pattern S-4602. Four views of the costume that's a shirt-jacket over a sleeveless sheath. The dress, princess-cut in the front, has a buttoned belt across the back. Shown in cotton tweed, it would also be smart in one of the new cotton failles, rough-textured silks. Sizes 12 to 20 (30 to 38), 40. To make the costume in size 16 (34), 4½ yards of 39"-wide fabric will be required. Pattern price is \$1.



8594

Above at left: Vogue "Easy to Make" Pattern 8594. A two-piece dress: scarfed overblouse, slim skirt. Sizes 10 to 18 (28 to 36). To make it in size 16 (34), 3½ yards of 39" fabric will be required. 75 cents. Above at right: Vogue "Easy to Make" Pattern 8592. A two-piece dress. Sizes 12 to 20 (30 to 38). For size 16 (34), 3⅝ yards, 35" fabric needed. For contrasting collar and cuffs, ⅝ yard 35" fabric. 75c

VOGUE PATTERNS ARE AVAILABLE AT IMPORTANT SHOPS IN EVERY CITY OR BY MAIL (POSTAGE PREPAID), FROM DEPARTMENT V, VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. (Some pattern prices are slightly higher in Canada.) Note: Connecticut residents please add sales tax. These patterns will be sent third-class mail. If you desire shipment first-class mail, please include 5c additional for each pattern ordered.



Here are all the fantasies of colour that go to make the Highland scene... Shades of blue mountains rising from deep water greens, the underside of the salmon, the pine forest and the glen.

SKIRTS OF SHETLAND TWEED
SHETLAND SWEATERS TO MATCH
MOHAIR STOLE, SCARVES, THROWS
SHETLAND and ORKNEY SCARVES, THROWS

Andrew Stewart

GALASHIELS SCOTLAND

Available
at fine
Stores

IN CASE OF DIFFICULTY WRITE: ALISTAIR T. MacAUSLAN, Box 347, CLINTON, CONN.

LEARN THE WORLD'S SIMPLEST, SPEEDIEST SHORTHAND

WRITE FOR
FREE LESSONS

Mail the coupon below now—and we'll send you free typical lessons and details on Brevitype—world's simplest, speediest shorthand—first machine shorthand to eliminate coding. Learn how you can master Brevitype in ½ the time through our personally guided home-study course. See how switching to Brevitype, as hundreds have, prepares you for security as a stenographer, secretary, court or hearing reporter, here and abroad, in business or Civil Service and helps you increase your salary 50 to 100%. All costs and budget plans included.

BREVITYPE THE EASY-TO-LEARN MACHINE SHORTHAND

They say: Court Reporter, "Easiest and quickest system to learn." School Principal, "Superior to any method." Graduate, "After trying old written style, I heartily recommend Brevitype."

Guaranteed by
Good Housekeeping
It is not as advertised therein



THE BREVITYPE
MACHINE, WHICH
CARRIES THIS SEAL,
COMES WITH
THIS COURSE

MODERN!
FAST ABC!
NO CODING!
TYPEWRITER KEYBOARD

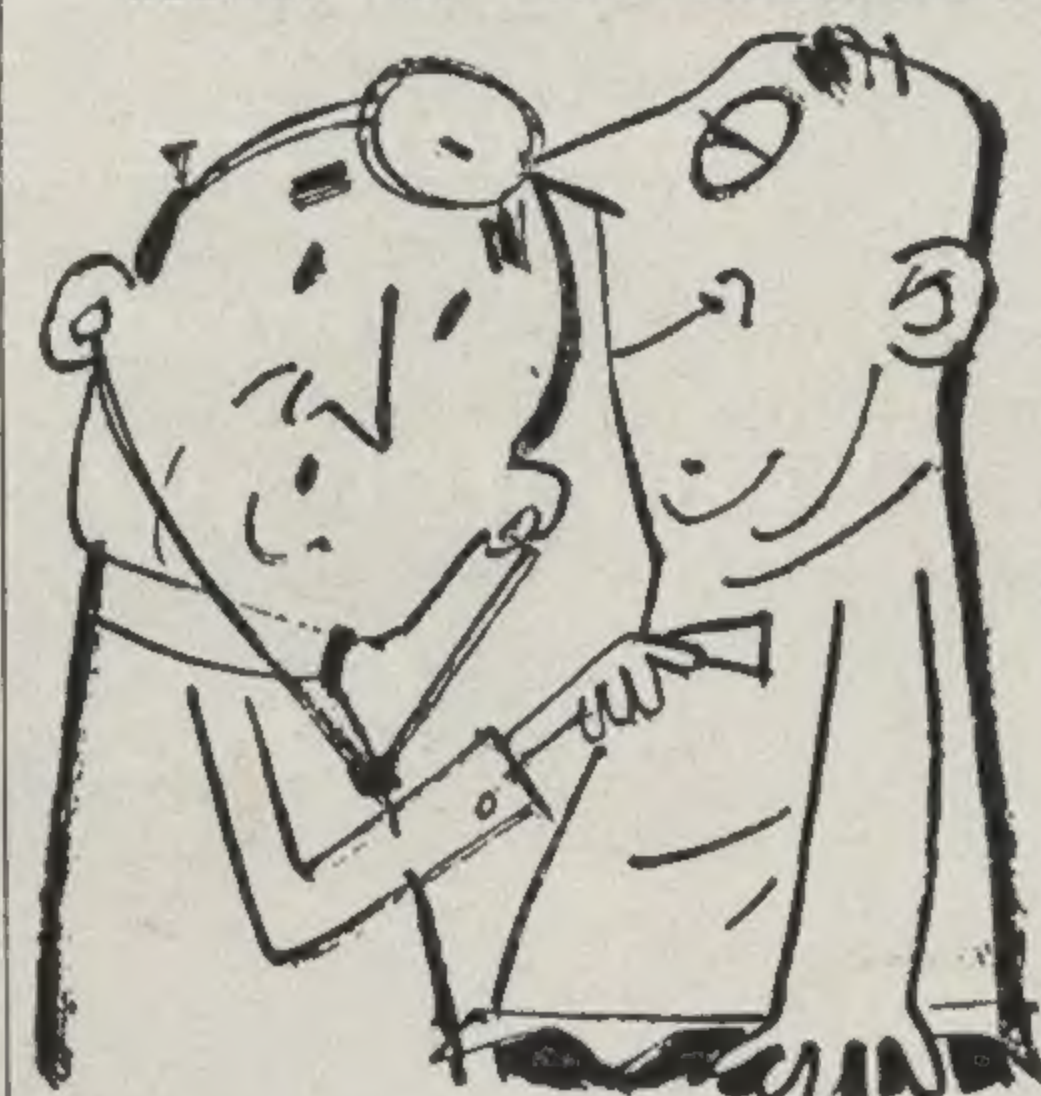
THIS COUPON BRINGS YOU FREE SAMPLE LESSONS

Brevitype Institute, San Diego, California, Dept. 1515
Thank You, I would like sample lessons and all details on Brevitype.
PRINT NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

fight cancer
with a CHECK



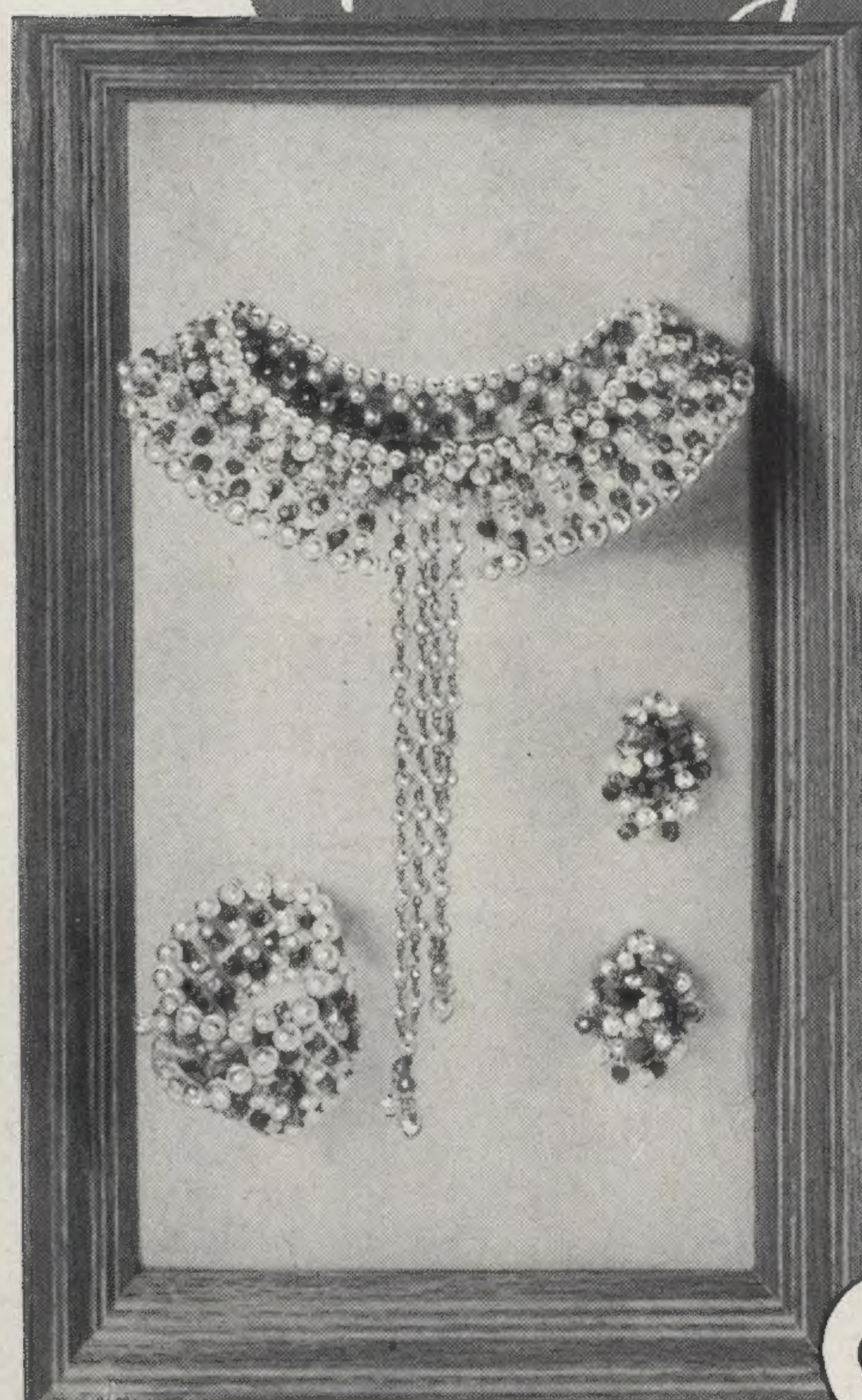
and a CHECKUP



give to

AMERICAN CANCER SOCIETY

Picture Yourself



IN THIS COLLAR 'N CUFF SET

OF LUSTROUS
BAROQUE PEARLS*

The modern art of accessorizing finds beautiful expression in this new threesome by Nettie Post. Pink baroque pearls, interlaced with silver rondels and gleaming mauve faceted beads. At better stores everywhere.

*SIMULATED

Collar\$14.95
Cuff Bracelet\$ 5.95
Cascade Earrings\$ 5.95

PLUS FEDERAL TAX

IT'S A GENUINE



NETTIE POST Originals
385 Fifth Avenue, N. Y. 16



MIEHLMANN

Discoveries in beauty

Most women who know about cosmetics know about Primrose House. The superb treatments, rich creams, glowing make-up—all have been a tradition in beauty for many years. Now the tradition steps forward. The formulas have been revised to be even more effective sponsors to a blooming complexion. All Purpose Cream, always a creamy smoother, has been bolstered with penetrating emollients. Petal Tint has been stirred to an even creamier emulsion for a sheer, dewy finish under make-up. For the face powder—a prettier box (they couldn't find a way to improve on Chiffon). For the lipstick—more glow in the colour. There's news in Hi Sheen Hair Spray, a discipline and conditioner at once. And, completing the line, a spice-laced toilet water, Witchery, has been brewed to be a spellbinder.

Riviera recipes

(Continued from page 146)

Add 2 tablespoonfuls of the olive oil to the skillet. Sauté the green peppers in it for 5 minutes, stirring frequently. Sprinkle with a little of the salt and pepper. Remove, and place over the onions.

Add 1 tablespoonful of olive oil to the skillet. Add the eggplant, and sprinkle with salt and pepper. Sauté for 10 minutes, stirring frequently. Remove and place over the green peppers.

Add 1 tablespoonful of the olive oil to the skillet. Add the zucchini, sprinkle with a little salt and pepper, and sauté for 10 minutes, stirring frequently. Remove and place over the eggplant.

Add 1 tablespoonful of olive oil to the skillet. Add the tomatoes and sprinkle with a little salt and pepper. Sauté the tomatoes for 5 minutes, stirring frequently. Place the sliced olives over the zucchini. Place the tomatoes on top of the olives, and sprinkle with any remaining salt and pepper, and remaining olive oil. Using 2 tablespoons, turn the mixture over very lightly and gently.

Bake in a 375° oven for 20 minutes. Serve hot or cold, directly from the casserole.

LA PAX: La Pax has accommodations for only ten people, but many more motor up for lunch or dinner, made memorable by the spectacular view from the dining terrace.

La Pax has two appetizers which are house *spécialités*. The *terrine de canard truffé* is a velvety smooth mixture of duck meat and livers and a sound first selection. Or you might start with the *tarte à la tomate*, a pie-shaped pastry shell filled with fresh tomatoes, with a custardy filling.

The main course, which probably would be recommended by the hosts, M. and Mme. Monchicourt,

might be *poulet aux quatre herbes*. Other *spécialités* of the house are *rognons Pax*, \$2.10, kidneys prepared in the house style; *tournedos au poivre*, \$2.10, hearts of filet mignon flamed in brandy. La Pax specializes in the wines of Provence.

A room for two people, without meals, costs about \$12. A lunch or dinner with wine costs \$4 to \$5. (It is best to telephone for a reservation.) To stay at La Pax without a car is rather like spending a week on a desert island with a French chef, but many people like it that way.

TARTE À LA TOMATE

1¼ cupfuls sifted flour
¼ teaspoonful salt
¼ pound butter
3 tablespoonfuls sour cream

Sift the flour and salt into a bowl. Work in the butter with the hand until well blended. Add the sour cream, again using the hand, until a dough is formed. Roll out onto a lightly floured board. Fold over as many times as possible. Wrap the dough, and chill in the refrigerator for 2 hours. Roll out again and line an 11-inch pie plate with it. Flute the edges with a fork. Now prepare the filling:

3 tablespoonfuls flour
¼ pound Swiss cheese, sliced thin
3 tomatoes, cut in half and sliced thin
5 eggs
1 teaspoonful salt
Dash cayenne pepper
½ teaspoonful nutmeg
2½ cupfuls light cream
2 tablespoonfuls melted butter

Preheat the oven to 375°. Sprinkle 1 tablespoonful flour on the cheese and place on the bottom of the prepared pie plate. Arrange the tomato slices over it. Beat together the eggs, salt, cayenne pepper, nutmeg, and remaining flour. Add the cream and butter, and mix. Pour over the tomatoes.

Bake in a 375° oven for 40 minutes, or until delicately browned and mixture is set. Serve hot.

IT
makes the smallest gift
important...
beautiful gift wrapping with
SASHEEN®

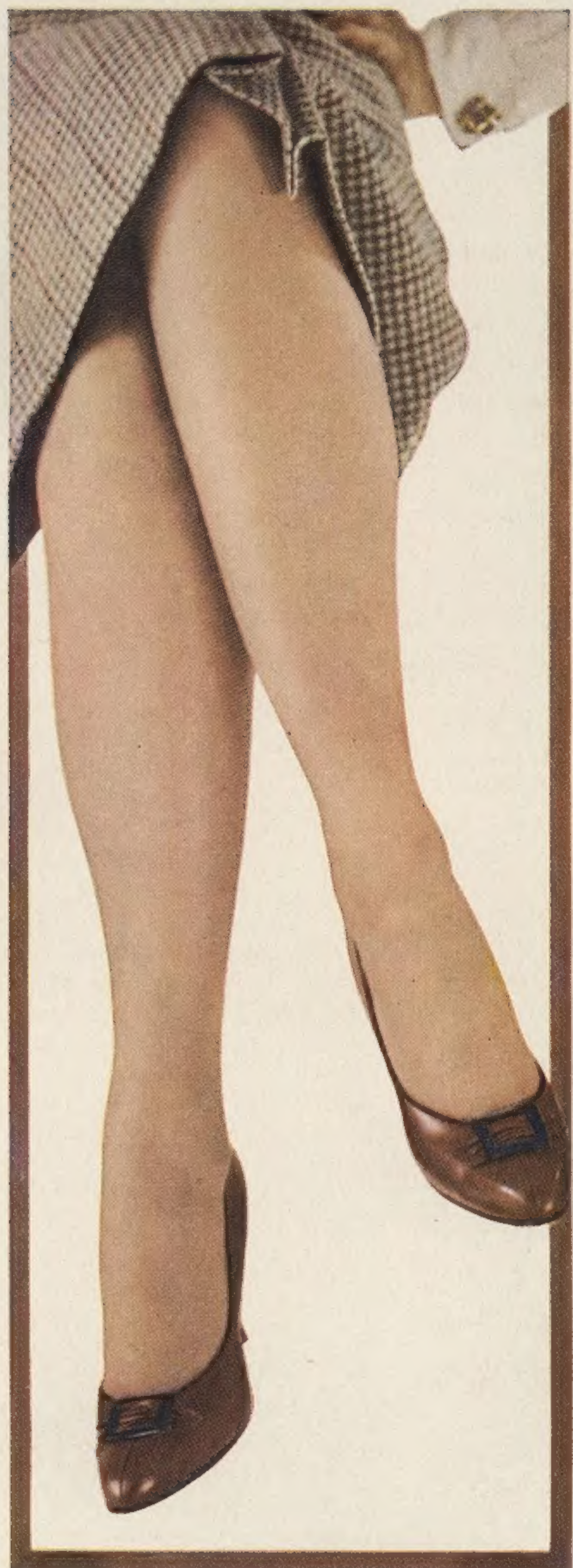
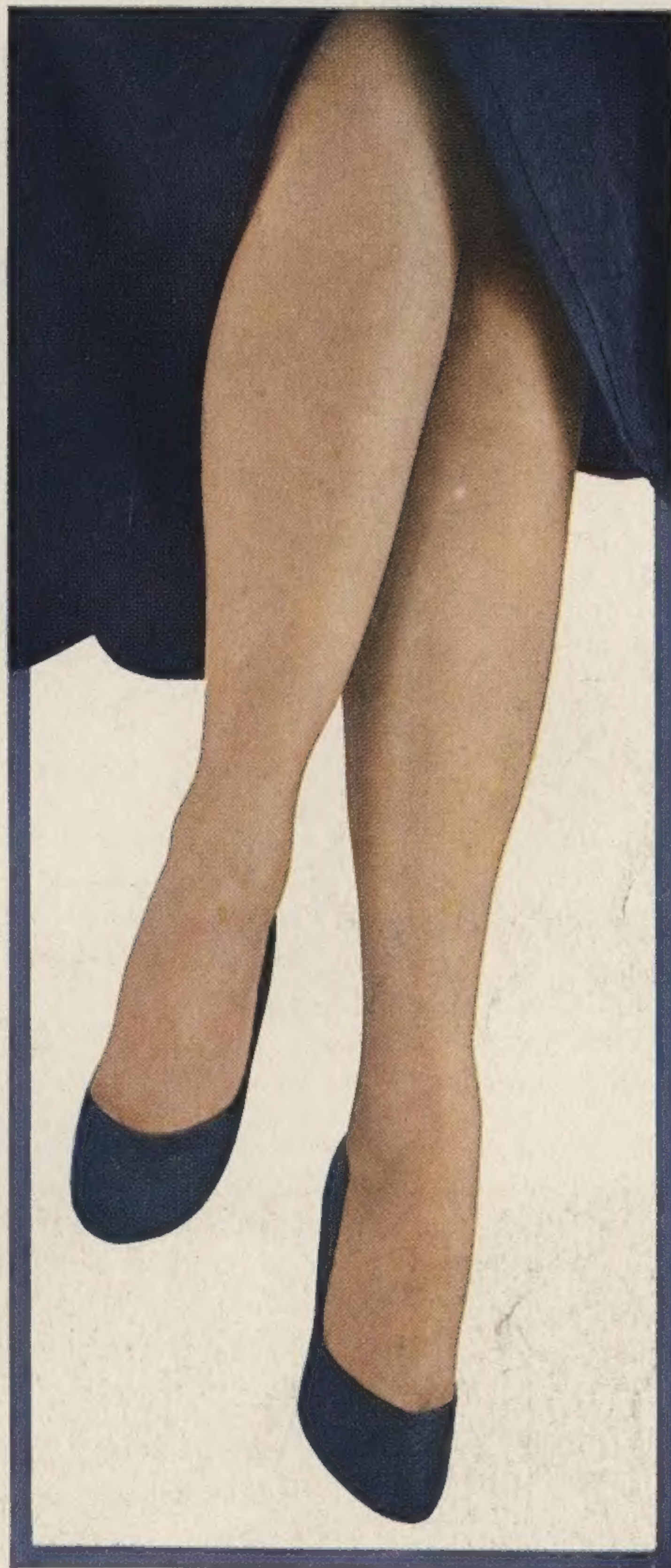
The "Magic Bow" Ribbon

A PRODUCT OF MINNESOTA MINING AND MANUFACTURING COMPANY





SHOES BY I. MILLER



A vision of sheer loveliness.[®]
Full-fashioned and seam-free.
At fine stores.
Vision Hosiery Mills, Inc.,
Belmont, N. C.
New York office:
350 Fifth Avenue.

Vanquished by Vision . . . the problem of choosing the correct stocking colors for your costumes . . . choose from Vision's own basic collections of Ensemble Colors and Color Coordinates





Beautiful Hair

B R E C K



6 ounce Plastic Bottle 85¢

THERE ARE THREE BRECK SHAMPOOS FOR THREE DIFFERENT HAIR CONDITIONS. A Breck Shampoo helps bring out the soft, natural beauty of your hair. There are Three Breck Shampoos. One Breck Shampoo is for dry hair. Another Breck Shampoo is for oily hair. A third Breck Shampoo is for normal hair. The next time you buy a shampoo, select the Breck Shampoo for your individual hair condition. The Three Breck Shampoos are now available in convenient six ounce travel packages made of unbreakable plastic. They are also available in ten ounce plastic bottles.

The Three Breck Shampoos are available at Beauty Shops, Drug Stores, Department Stores, and wherever cosmetics are sold.

Copyright 1955 by John H. Breck Inc.

JOHN H. BRECK INC. • MANUFACTURING CHEMISTS • SPRINGFIELD 3 MASSACHUSETTS
NEW YORK • CHICAGO • SAN FRANCISCO • OTTAWA CANADA